

# ALI'S BEAUTY

## FORCE OF NATURE

### PURE

Many moons ago, cruelty-free beauty preps were known for being decidedly unglamorous potions and lotions that often smelt like your granny's antique drawer liners! These days are gone and we now have a whole load of divine brands that can meet all your make-up and skincare needs...

Primark PS own brand cosmetics has achieved the Cruelty Free International Leaping Bunny Certification, meaning all make-up, skincare and haircare products under the PS name are completely free from animal testing. Their PURE make-up range has a wealth of slick palettes and compacts and the added bonus is that it's hard to find anything that costs more than £5.

The **Double Dimension Drops** give a fantastic glow and the cute little highlighters are the perfect dupe for many premium brands.



Don't forget e.l.f., which is all-vegan and purse-friendly. The **Eyeshadow Palette in Nude Rose Gold, £10**, is a dream.



Laura Geller products are a tad more pricey but nothing is tested on animals and I'm a huge fan of their foundations. Try **Filter First Luminous Foundation, £30** — fabulous for achieving a natural, yet flawless look.

There's a new wave of awareness hitting beauty shelves! Ali looks at planet conscious products

### SIMPLE

There's an increasing attraction to simple skincare that's free of complex additives. Moksa is a beautiful organic brand that aims to liberate you from the chemical cosmetic world. **Face Ritual Kit, £25**, is a great way to try the products, containing Lavender/Chamomile Cleansing Oil, Wild Rose Toning Mist and the gorgeous Wild Rose Facial Elixir.



Lavera specialises in 100% certified natural, organic make-up and skin care. Basis **Sensitive Moisturising Cream with organic jojoba and aloe vera, £11.95**, and **Regenerating Day Cream with organic cranberry and almond oil, £22.95**, are both delicious treats for dry, delicate skins.



It's a comfort to know that every product in Marks & Spencer own brand beauty range is suitable for vegetarians, most of it for vegans. **Formula Absolute All In One Cream SPF 20** is a beauty legend for just **£21**.



# SCHOOL



BEAUTY SCHOOL  
DROP-OUT? NO  
WORRIES – BEAUTY  
EDITOR ALI TAKES  
YOU BACK TO BASICS!



## SUSTAINABLE

Concerned about the workers who create your pampering preps? Weleda is the first brand in Europe to gain the UEBT (Union of Ethical Bio Trade) certification, meaning that all cosmetics are produced with respect for the planet and for those in the supply chain, including pickers, growers and farmers. Their fair trade project in Moldova supports the economy of a region where many live below the poverty line in rural areas. Weleda Skin Food Light, £7.95, is a cult beauty product that can be used as moisturiser, mask, hand cream or body lotion. Lavender Relaxing Body Oil, £16.95, is amazing after an evening bath to soothe and destress.



Burt's Bees is an earth-friendly company who believe in supporting the skin with nutrients it needs rather than chemicals it doesn't. Try the lovely **Micellar Cleansing Water, £11.49** and **Micellar Cleansing Towelettes, £6.49**, which are great for travelling.



Dr. Bronner's philosophy is that using less products means less waste sent to landfill. **4-in-1 Sugar Lavender Organic Pump Soap, £10.49**, can be used for hands, face, body and hair. It's free of petro-chemically modified ingredients and bottles are 100% post-consumer recyclable.

## THE LIST

Beauty treats with a conscience...

- 1 Too Faced Mascara, **£19**
- 2 Dr. Bronner's Orange Ginger Organic Lip Balm, **£3.29**
- 3 Zoeva Premiere Lip Crayon in Acoustic Feeling, **£9.80**
- 4 Burt's Bees Lipstick in Blush Basin, **£9.99**



## WHAT DOES IT MEAN?

- CRUELTY FREE – No animal testing
- VEGETARIAN – No products of animal slaughter
- VEGAN – No animal ingredients at all

STOCKISTS: BURT'S BEES BURTSBEES.CO.UK; DR. BRONNER'S DRBRONNER.CO.UK; E.L.F. ELFCOSMETICS.CO.UK; LAURA GELLER DEBENHAMS; LAVERA NATURISIMO.COM; MOKSA WEARHLONDON.COM; TOO FACED DEBENHAMS; WELEDA WELEDA.COM; ZOEVA FEELUNIQUE.COM

