

# COMING

Adopting a greener beauty routine is a walk in the park these days, thanks to brands that are making big strides with sustainable ingredients and more thoughtful packaging. On these pages, we've plucked a bouquet of over-performers, from eco nail polishes to lipsticks with lighter footprints.

TEXT BY CLAIRE SULLIVAN

# CLEAN



- FREE FOR ALL**
- OPI Nature Strong Natural Origin lacquer**, in *Once and Floral*, \$12, [opi.com](http://opi.com).
  - Sally Hansen Good. Kind. Pure. nail polish**, in *Rock Steady*, \$9, [walgreens.com](http://walgreens.com).
  - Tenoverten nail polish**, in *Eldridge*, \$12, [tenoverten.com](http://tenoverten.com).
  - OPI Nature Strong Natural Origin lacquer**, in *Knowledge Is Flower*, \$12, [opi.com](http://opi.com).
  - Tenoverten nail polish**, in *Cornelia*, \$12, [tenoverten.com](http://tenoverten.com).
  - Sally Hansen Good. Kind. Pure. nail polish**, in *Smokey Quartz*, \$9, [walgreens.com](http://walgreens.com).
  - Zoya nail polish**, in *Camie*, \$12, [zoya.com](http://zoya.com).
  - Zoya nail polish**, in *Eden* (similar to shown), \$12, [zoya.com](http://zoya.com).
  - OPI Nature Strong Natural Origin lacquer**, in *Natural Mauvement*, \$12, [opi.com](http://opi.com).

PHOTOGRAPHS BY PETER ARDITO (1, 4, 5); ANNA PALMA (2); COURTESY OF MANUFACTURER (3); STYLING BY ELIZABETH PRESS (POLISH BOTTLES)



## 1 PRETTIER POLISH

Since a 2015 study done by Duke University and the Environmental Working Group found that chemicals in polish can be absorbed through our nails and into our bodies, brands have scrubbed their formulas of potentially harmful ingredients. Look for ones that are “three-free” at a minimum, meaning they don’t contain formaldehyde, toluene, or dibutyl phthalates. A handful of companies have improved their packaging, too: **OPI Nature Strong’s** caps are 20 percent recycled plastic. **Sally Hansen Good. Kind. Pure.** brushes have plant-based bristles. **Tenoverten** partners with the chemical-recycling program Chemwise so dregs from bottles don’t end up in waterways; just bring empties to its salons. And acetone-free **Sundays Soy Polish Remover** comes in a reusable glass bottle (\$28, [dearsundays.com](http://dearsundays.com)).

## 2 GENTLER COLOR

To dye your hair, each strand’s protective cuticle needs to be lifted in order to deposit new pigment underneath. Ammonia is commonly used to do that, but it can irritate your scalp if it contacts the skin, and the fumes can be harmful to your respiratory system. New to the green scene is **Garnier Olia** dye (available in 32 shades; \$11, [walgreens.com](http://walgreens.com)). It’s ammonia- and cruelty-free, and formulated with four kinds of plant-based oils to ensure post-blowout shine.



## 3 LESS-IS-MORE LIPS

“Colorants are tricky because mineral, synthetic, and animal-derived pigments all have potential concerns, depending on how they’re sourced,” says Credo Beauty vice president of sustainability and impact Mia Davis. Two safe bets: The luminous shades in **RMS Beauty’s Lip2Cheek Glow Quad** (above) are made with certified-organic ingredients (\$28, [rmsbeauty.com](http://rmsbeauty.com)), and **Hourglass Red O Refillable Lipstick** doesn’t rely on the crushed beetles (yes, beetles) typically required to create the rich French-girl shade (\$40, [hourglasscosmetics.com](http://hourglasscosmetics.com)).



## 4 SMART SCENTS

The word *fragrance* covers (and hides) a number of ingredients on labels, some of which are potentially harmful, says Davis. Go for goods without it, like **Dove Body Love Body Lotion Sensitive Care**, which comes in a bottle made of 100 percent-recycled plastic (\$7, [target.com](http://target.com)). Or to smell great sans the questionable stuff, opt for formulas with fragrant active ingredients: **Maya Chia Revitalizer Beautifying Body Oil** leaves skin subtly scented, courtesy of marula-fruit and pomegranate oils (\$48, [mayachia.com](http://mayachia.com)).

## 5 LOWER-WASTE WASHES

Bars beat packaged cleansers any day of the week. Most come encased in paper, and their waterless makeup lowers their carbon footprint. Pamper your bod with **Method Body Bar Soap, in Pure Peace** (top); it soothes with rosewater and is wrapped in 50 percent-recycled paper (\$20 for 4, [amazon.com](http://amazon.com)). **Glossier’s Body Hero Exfoliating Bar** (middle) sloughs with biodegradable bamboo powder and moisturizes with sunflower-seed oil (\$14, [glossier.com](http://glossier.com)). Treat hands to **Mrs. Meyer’s Rain Water Bar Soap** (bottom); it lathers up like foam options, sans the harsh sulfates (\$4, [mrsmeyers.com](http://mrsmeyers.com)). And to wash your hair, do as we do every April and stockpile **Aveda’s Limited-edition Shampoo Nurturing Shampoo Bar** (\$19, [aveda.com](http://aveda.com)). It works—and smells—like a dream, and part of every purchase helps fund clean-water projects where the brand sources ingredients.



| RAVE REVIEW |

## DARK ARTS

“I’m always looking for a mascara that delivers inky, last-all-day pigment without irritating my sensitive eyes. **L’Oréal Paris Voluminous Noir Balm** mascara achieves that and more: It’s formulated with 99 percent natural ingredients that condition lashes and keep them from getting brittle by lunchtime. Swipe it on, and you’ll see what I mean.” —CS \$12, [walgreens.com](http://walgreens.com).