9. BEAUTYCOUNTER

Beautycounter’s social-selling approach sure has paid off: The natural skincare and cosmetics company is reportedly on track to bring in $225 million in revenue for 2016, despite not devoting money to typical advertising. Beautycounter’s 20,000 sellers function as living and breathing ads and, through individual websites and social gatherings/selling parties, earn the company 35% of its sales. They also double as advocates for safer beauty products and increased transparency and regulation when it comes to ingredients in cosmetics. In June 2016, Beautycounter acquired Nude, the natural beauty line started by Bono’s wife, Ali Hewson; as part of the deal, the duo became investors in Beautycounter.
12 Ways to Make Your Hair Shinier

Switching out conventional, potentially toxic beauty essentials for clean, non-toxic ones is more challenging with hair products—simply because most people are more enamored to experiment with their hair than, say, their lipstick. The silicones, plastics, and polymers the conventional hair industry uses to make your hair look shiny often work against hair health by drying it out or by building up and creating dullness. Most of these tips apply to any hair routine, clean or not, but give yourself a few weeks with a clean routine, and we promise, your hair will be healthier, happier, and seriously glistenier.

4 Double-condition: Condition in the shower and then again once out. Beautycounter Daily Conditioner is thick and smells faintly of tea and sweet marula; smooth it from mid-length to ends, then if there’s anything left on your hands and volume is not your top concern, run it over the top of your head, not letting it touch your scalp, just conditioning the top of your hair.

Beautycounter Daily Conditioner
goop, $26

This weightless formula is meant to prep hair with a nourishing mix of vitamins and fatty acids to better handle everyday stressors. It’s lightly scented, too, which is pretty essential for a conditioner.
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Nars + BeautyCounter

Alex Apatoff, Deputy Style Director: Nars’ "Dragon Girl" is a classic for a reason (it's got a little blue, a little orange, and is flattering on many skin tones), but in the winter, my lips are so dry that going full matte isn’t an option. I get tons of compliments when I layer on this perfect-match gloss, which smooths out imperfections and doesn't stick to my hair in windy winter weather.

Buy It! Nars Velvet Matte Lip Pencil in "Dragon Girl," $27; sephora.com and BeautyCounter Lip Gloss in "Ruby," $29; beautycounter.com
NATURAL BEAUTY THEN + NOW
ACCORDING TO AN EDITOR WHO HAS SEEN IT ALL

Nostalgia never goes out of style. Neither does natural beauty. We’re celebrating how far non-toxic makeup has come in the past few years with product picks from a fashion editor in the know...

THEN: Badger Balm Sunscreen
As one of the original healthy sunscreens, Badger Balm (a brand founded by a New Hampshire carpenter in the ’90s) is as reliable as it gets, and is consistently in the top ten safest options on the Environmental Working Group’s cosmetics database. But it’s as thick as house paint, and best reserved for those marathon activity days spent outside.

NOW: Beauty Counter Sunscreen
Few brands have the kind of across-the-board integrity that BeautyCounter does. There isn’t a clunker product in their whole lineup, but the non-chemical sunscreens are standouts. The Protect Stick for body glides on like a deodorant, and is great for wiggly kids and impatient parents alike.

THE CHALKBOARD

February 2017
ARE ACTIVATED CHARCOAL BEAUTY PRODUCTS WORTH THE HYPE?

Sponsored by BeautyCounter

Sensitive skin can use charcoal thanks to this bar from BeautyCounter. Made with antioxidant-rich, organic green tea and hydrating organic coconut oil, the gentle formula can be used daily on your face and body without drying out skin.

BeautyCounter Charcoal Cleansing Bar