the Lookbook
AND PRODUCT GUIDE

BEAUTY COUNTER
Welcome

Your decision to join Beautycounter and our movement for better beauty will change your life, and the lives of the people you love. Here’s why: At Beautycounter, we believe that real change comes through powerful combinations. Products that are both safe and work beautifully. Business opportunities that pair the joy of a great retail experience with the relationships of one-on-one selling. Self-empowerment that offers a balance of social purpose and personal reward.

With Beautycounter, you are joining forces with a true leader. We lead in safer personal care products for the entire family. We lead with our industry-best ingredient screening process. And we lead in our direct-retail distribution model across channels. You now have the opportunity to lead with us, and I know you will. Being a Beautycounter Consultant, Member, or customer means you are ready to help do work that really matters.

I started Beautycounter with a mission to get safer products into the hands of everyone. But I cannot do that alone. We all deserve better, and we cannot wait for others to improve things for us. We are doing everything we can to awaken people to the need for better information, better products, and better engagement on the issues that matter.

Thank you for joining our movement to make things better and prove that safety works—for products, for business, and for our own lives and loved ones.

xx gregg

Gregg Renfrew
Founder and CEO
Let’s Go Forward

Life moves fast, and we all move with it. Sometimes too fast. We get into routines, do what we have always done, and accept what we’ve been told to do. The truth is, in many areas of life, we have stopped thinking. We have let others — marketers, media — do that for us. It is time we each think for ourselves again, and make better decisions when and where we can for ourselves and our families.

Many of us know that it is worth the time to think about what we put in our bodies. Processed foods — junk food, “Big Food” — can, literally, make us “sick and tired.” The same is true for what we put on our bodies. Many of the so-called leaders in personal care, skin care and cosmetics — “Big Beauty” — are using chemicals or ingredients that have been linked to cancer, reproductive issues or hormone disruption. There are more than 85,000 of these in popular products — and 90% of them have never even been tested for their impact on human health.

Big Beauty uses them in our current markets because they are allowed to. In the U.S, for example, a major federal law to protect consumers and regulate personal care products has not been passed since 1938. We deserve better. It is time for progress.

We believe Beautycounter has the most rigorous ingredient screening process in the industry, and we reject more than 1500 ingredients that pose threats to human health. No other personal care brand has been able to do what we have achieved: removing so many questionable ingredients while still delivering incredible product performance.

We know that safety works. It works in our labs. In our products. And in our consumers’ lives. Whether using synthetic, organic or non-GMO, our commitment is to the safest choice possible based on current science — which we review continuously. And we never test our products on animals.

At Beautycounter, there’s no such thing as a hidden ingredient. There is no “beauty secret!” we keep from you. If it goes into our product, it’s listed on your label. We want you to think and to choose — but never have to second guess.

None of us can afford to slow down. But all of us deserve to move through life safely. Let’s go. Forward.

Join us in the movement toward better beauty.
THIS IS IT: Absolutely everything you need from head to toe, including our Face Collection and Body Collection (which includes Daily Shampoo and Daily Conditioner) plus all three Face Oils (each with its own unique scent and benefits), our luxe and nourishing Body Oil, and our skin-polishing Sugar Body Scrub. 7059 | $920.00
our Face Collection

Get the ultimate skin care routine. Nourishing Cream Cleanser gently washes away impurities and makeup, Nourishing Rosewater Mist tones and refreshes skin, Nourishing Day Cream and Nourishing Night Cream soften skin and lock in moisture, Nourishing Eye Cream treats the delicate area around your eyes, and Nourishing Cream Exfoliator, which can be used two to three times a week, buffs away dryness, revealing radiant-looking skin.

7057 | $257.00

the Rejuvenating Collection

Rejuvenate skin and fight the signs of aging with all six products in our Rejuvenating line. Rejuvenating Face Cleanser removes makeup and other impurities while moisturizing, Rejuvenating Toner Pads tone skin and minimize the appearance of pores, Rejuvenating Radiance Serum improves hydration and reduces the appearance of wrinkles, Rejuvenating Day Cream softens and soothes while increasing elasticity, Rejuvenating Night Cream locks in moisture while you sleep, and Rejuvenating Eye Cream reduces puffiness and diminishes the appearance of fine lines and dark circles.

7060 | $383.00
our Face Oil Collection

Three luxurious face oils with unique scents to incorporate into your beauty regimen. All our face oils promote the appearance of beautiful, healthy-looking skin. 7069 | $220.00
The Kids Collection

Beautycounter believes children deserve to be protected, which is why we've taken special care to create a bath collection that is gentle, effective, and kid-friendly without any hidden ingredients.

7061 | $57.00

The Body Collection

Use our Clean Daily Shampoo to gently remove buildup, followed by our Daily Conditioner to soften and smooth strands. For your skin, use our Body Wash to cleanse without over-drying, followed by our lightweight yet moisturizing Hydrating Body Lotion. All products are lightly scented with refreshing notes of citrus that enliven the senses any time of the day.

7061 | $57.00
NOURISHING DAY CREAM Lock in moisture throughout the day with our lightweight yet hydrating face cream. Easily absorbed and never greasy, the unscented formula contains a mix of organic coconut oil, safflower oil, and aloe to provide nourishing hydration, plus antioxidant-rich acai to protect against dry skin.

HOW TO USE Use daily after cleansing. Gently massage into face, neck, and décolletage.

SAFETY WORKS Day creams often contain parabens, which are preservatives that mimic estrogen and are linked to hormone (endocrine) disruption. Our day cream contains no parabens. We carefully choose the safest, most effective preservatives available.

1014 | $52.00

NOURISHING ROSEWATER MIST Wake up your complexion with our skin-softening toning spray, made with organic rose essence, purified water, and moisturizing sodium hyaluronate. Spritz it on to set makeup or whenever your skin needs an instant pick-me-up.

HOW TO USE Use anytime for a quick botanical boost. Hold 6 inches from face, and spritz skin generously.

SAFETY WORKS Our Nourishing Rosewater Mist is scented with organic rose water instead of synthetic fragrances, which can contain phthalates—chemicals that interfere with the body’s endocrine system.

1016 | $43.00

NOURISHING NIGHT CREAM A hydrating night cream that nourishes skin while you sleep. Organic coconut oil and aloe hydrate while geranium and green tea protect against dryness.

HOW TO USE Use every evening after cleansing. Gently massage into face, neck, and décolletage.

SAFETY WORKS Nourishing Night Cream gets its moisturizing power from organic coconut oil instead of mineral oil, which inhibits your body’s ability to absorb vitamin D.

1015 | $57.00
NOURISHING CREAM CLEANSER Soothe and nourish skin as you wash away makeup and other impurities with this ultra-gentle daily cleanser. Light-weight yet deeply moisturizing, the creamy formula contains witch hazel to tone skin’s appearance, and coconut oil and aloe to help hydrate.

HOW TO USE Use morning and night. Massage a small amount of cleanser onto damp skin, and rinse with warm water.

SAFETY WORKS Many facial cleansers use common cleansing agent sodium laurel sulfate, which can cause irritation and trigger allergies. It is often contaminated with 1,4-dioxane—a cancer-causing chemical. Nourishing Cream Cleanser uses sugar-derived cleanser decyl glucoside instead.

1011 | $32.00

NOURISHING CREAM EXFOLIATOR This gentle yet super-effective exfoliating cleanser sweeps away impurities to uncover fresh, radiant skin. Non-abrasive jojoba beads help slough off dry skin, while organic coconut oil and aloe soothe and hydrate.

HOW TO USE Use 2-3 times per week. Apply a small amount to damp skin and massage in a circular motion. Rinse with warm water.

SAFETY WORKS Many facial scrubs exfoliate the skin with tiny plastic beads, which can sneak past wastewater treatment facilities and end up in waterways, affecting wildlife. Our Nourishing Cream Exfoliator uses natural, biodegradable jojoba beads rather than plastic so that our rivers and oceans stay clean.

1012 | $41.00

NOURISHING EYE CREAM Pamper the delicate skin around your eyes with our lightweight, soothing eye cream. Rich in aloe and organic coconut oil, the unscented formula is easily absorbed and offers an instant, cooling moisture boost.

HOW TO USE Use morning and night. Using ring finger, gently apply a small amount around the delicate eye area. Tap lightly until the cream is absorbed.

HOW TO USE Use daily as needed. Rub a small amount onto lips.

SAFETY WORKS Many lip formulas contain unhealthy ingredients, including BHA, parabens, and undisclosed fragrance. Some lip balms also contain petrolatum, which may be contaminated with toxic chemicals like PAHs, which are endocrine disruptors. Our Lip Conditioner does not have any of these unhealthy ingredients.

1050 | $24.00

LIP CONDITIONER PEPPERMINT Soothes and softens lips with peppermint and rosemary oils.

1013 | $43.00
DAILY SHAMPOO This purifying daily shampoo gently breaks down buildup but never strips or dries out hair. Made with pure plant botanicals, the formula infuses strands with moisture, shine, and a light citrus scent.

HOW TO USE Gently massage onto wet scalp and hair. Rinse thoroughly and follow with conditioner. Ideal for all hair types.

SAFETY WORKS Our shampoo is sulfate-free. Instead, we use ingredients derived from coconut oil and amino acids, since conventional surfactants can irritate skin (and are often contaminated with 1,4-dioxane, a known carcinogen).

3032 | $29.00

DAILY CONDITIONER Ultra-rich and moisturizing, our conditioner contains marula and mongongo oils to help nourish hair, along with rooibos leaf extract to smooth strands and add shine. Apply conditioner to the ends of your hair where moisture is most needed.

HOW TO USE After shampooing, apply to wet hair, concentrating on the ends. Rinse thoroughly.

SAFETY WORKS Methylchloroisothiazolinone and methylisothiazolinone are preservatives that are widely used in conditioners, and they have been associated with allergic reactions. Additionally, methylisothiazolinone may be a neurotoxin. Our conditioner is free of these and other harmful ingredients.

3033 | $32.00

This way to Healthy Hair
SUGAR BODY SCRUB
Polish your skin to a healthy-looking glow with Sugar Body Scrub, made with brown sugar to buff away dull skin, and mineral-rich evening primrose, sweet almond, apricot kernel, and sunflower oils to leave skin looking supple and smooth. Antioxidant-rich acai berry supports the appearance of healthy skin, and a mix of pure citrus and lemongrass oils leaves a fresh and invigorating scent.

HOW TO USE
In shower or bath, massage small amount onto damp skin, paying close attention to dry spots. Rinse thoroughly.

SAFETY WORKS
No chemical fragrance here—our body scrub uses only real sugar and pure essential oils to exfoliate skin for a truly healthy glow.

3035 | $49.00

BODY WASH CITRUS MIMOSA
Extremely gentle and non-drying with a creamy texture, our refreshing body wash with citrus mimosa scent is rich in nourishing marula and mongongo oils, ingredients that help soften and protect skin while sealing in moisture.

HOW TO USE
Apply a small amount to damp skin, work into a rich lather, and rinse. Ideal for all skin types.

SAFETY WORKS
We formulate our body wash using only gentle, coconut-derived cleansing ingredients instead of sodium laureth sulfate—a common ingredient used in bath products that is often contaminated with 1,4-dioxane, a known carcinogen.

3030 | $30.00

HYDRATING BODY LOTION CITRUS MIMOSA
Nourish thirsty skin with our lightweight, fast-absorbing body lotion, which contains a moisturizing blend of marula, mongongo, and safflower seed oils plus shea and jojoba butters scented with citrus mimosa. Rich in antioxidants and amino and fatty acids, these ingredients ensure your skin stays smooth and supple all day long.

HOW TO USE
Massage into skin morning and night, or as needed.

SAFETY WORKS
Sulfates and penetration enhancers are often found in body lotion. Instead of hydrating and protecting, they can irritate skin and increase the amount of toxic chemicals absorbed into the bloodstream. Hydrate is safe, effective, and free of harmful ingredients.

3036 | $21.00

HAND CREAM
A lightweight, moisturizing cream to revive dry hands. Shea butter and vitamin E, combined with organic sunflower oil, aloe, chamomile, and calendula, hydrate and soften skin. Dries quickly with no stickiness, leaving a subtle, refreshing citrus scent.

HOW TO USE
Massage into hands and cuticles as needed.

SAFETY WORKS
Hand creams often contain synthetic fragrances that can hide phthalates, musks, and other potentially hormone-disrupting and irritating chemicals. Ours does not.

3031 | $30.00
BALANCING FACE OIL

Our easily absorbed Balancing Face Oil works to moisturize skin and improve radiance. Made without any synthetic oils, the formula contains ylang ylang and wild chamomile—together they impart a delicate herbal-floral scent while rebalancing combination skin.

HOW TO USE
After cleansing, lightly massage 2-3 drops into bare skin (or add a couple of drops to your favorite moisturizer to make it extra rich). Ideal for all skin types.

SAFETY WORKS
Our face oils are formulated with nourishing botanicals rather than synthetic fillers. We never use fake fragrances—only pure essential oils.

1022 | $79.00

SOOTHING FACE OIL

The simplest way to moisturize skin and boost radiance, this silky formula contains a luxurious blend of pure plant oils. Unlike synthetic oils, which can sit on skin, our Soothing Face Oil is easily absorbed for the ultimate in hydration. Soothing Face Oil contains calendula, an ingredient that adds a leafy herbal scent.

HOW TO USE
After cleansing, lightly massage 2-3 drops into bare skin (or add a couple of drops to your favorite moisturizer to make it extra rich). Ideal for all skin types.

SAFETY WORKS
Our face oils are formulated with nourishing botanicals rather than synthetic fillers. We never use fake fragrances—only pure essential oils.

1020 | $79.00

HYDRATING FACE OIL

Thanks to an indulgent blend of pure plant oils—in stead of synthetic oils, which can sit on skin—our Hydrating Face Oil helps boost hydration, making this formula a great option for anyone with dry or mature skin. Jasmine oil adds a subtly sweet floral scent.

HOW TO USE
After cleansing, lightly massage 2-3 drops into bare skin (or add a couple of drops to your favorite moisturizer to make it extra rich). Ideal for all skin types.

SAFETY WORKS
Our face oils are formulated with nourishing botanicals rather than synthetic fillers. We never use fake fragrances—only pure essential oils.

1021 | $78.00

BODY OIL

Instantly absorbed and intensely moisturizing, this nourishing blend of 13 botanical oils leaves skin smooth, silky, and luminous, while hints of grapefruit, sweet orange, and rosemary create a beautifully complex yet subtle scent.

HOW TO USE
After shower or bath, apply liberally to damp skin. For extra moisture, combine with Hydrating Body Lotion.

SAFETY WORKS
Our oils are formulated with nourishing botanicals rather than synthetic fillers. We never use fake fragrances - only pure essential oils.

3034 | $89.00
REJUVENATING DAY CREAM Soften and soothe skin while greatly increasing elasticity. A combination of omega-rich natural oils and vitamin-rich fruit extracts hydrates and brightens skin, while Spilanthes acmella flower extract helps reduce the appearance of fine lines and wrinkles.

HOW TO USE Use daily after cleansing. Apply a small amount to face, neck, and décolletage, massaging gently into skin with upward strokes.

SAFETY WORKS Our day cream does not contain retinol or retinyl palmitate (forms of vitamin A), two of the most common ingredients in anti-aging products. When vitamin A is exposed to UV light, it can produce free radicals that damage DNA, cause gene mutations, and play a part in causing cancer.

1112 | $87.00
Perfectly prepped skin

**CLEANSING BALM** Melting into your skin to hydrate while it cleanses, Cleansing Balm removes makeup and other impurities but never strips away moisture. With vitamin C to brighten the appearance of skin and raspberry and cranberry seed oils to hydrate, the formula can also be used as an intensely nourishing face mask. Bonus? You also get our reusable 100% muslin cloth, softer and easier on skin than a traditional washcloth.

**HOW TO USE** Use nightly. In light, circular motions, massage an almond-size amount into skin, applying gentle pressure to cheeks, forehead, and eyebrows for increased circulation. Dampen cleansing cloth in hand-hot water and use it to gently wipe off balm. Thoroughly rinse skin with cool water.

**SAFETY WORKS** Our cleansing balm is made without fragrance, a much-used moniker for potentially dozens of toxic ingredients—including phthalates and synthetic musks—linked to reproductive harm and hormone disruption.

**FACE CLEANSER** Gently lathering and sulfate-free, our Rejuvenating Face Cleanser leaves skin clean, moist, and supple. Not only does it remove makeup and other impurities, but also, the formula contains antioxidant-rich botanical extracts—like apricot kernel oil and cranberry and raspberry seed oils—to protect the skin’s moisture barrier.

**HOW TO USE** Use morning and night. Gently massage into damp skin and rinse thoroughly.

**SAFETY WORKS** Our face cleanser is free of the widely used toxic preservatives methylisothiazolinone and methylchloroisothiazolinone, both which have been associated with skin irritation and allergic reactions. Methylisothiazolinone may also damage the nervous system.

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**TONER PADS** Lightly scented with magnolia, our soft Rejuvenating Toner Pads are your first line of defense against daily stressors after cleansing. Mixed fruit acid complex and vitamin C supply skin with antioxidants and reduce the appearance of fine lines and wrinkles, while lentil seed extract tightens and refines the appearance of pores, algae extract brightens and improves the appearance of skin tone, and Spathodes acmella flower extract gives skin a firmer, more youthful look.

**HOW TO USE** Use daily after cleansing. Sweep a single pad over face and neck with upward strokes.

**SAFETY WORKS** Our toner pads are made without polyethylene glycol (PEG compounds, or PEGs). PEGs are widely used in cosmetics as thickeners, solvents, softeners, and humectants. Depending on manufacturing processes, PEGs may be contaminated with measurable amounts of ethylene oxide and 1,4-dioxane, which are both carcinogens.

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**FACE CLEANSER** Rejuvenating

**TONER PADS** Lightly scented

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1110 | $52.00

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1111 | $55.00

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1110 | $52.00
**REJUVENATING RADIANCE SERUM** Richer and creamier than your typical serum, our Rejuvenating Radiance Serum helps even the look of skin tone, improve hydration, and reduce the appearance of wrinkles thanks to a combination of vitamin C, mixed fruit acid complex, and algae and marine extract. Lightweight and easily absorbed, the formula is a must for layering under your moisturizer.

**HOW TO USE** Use morning and night after cleansing. Massage gently into face, neck, and décolleté with upward strokes. Follow with Rejuvenating Day Cream or Rejuvenating Night Cream.

**SAFETY WORKS** Rejuvenating Radiance Serum does not include DMDM hydantoin, a common preservative that works by releasing formaldehyde, a known carcinogen that prevents the growth of microorganisms. Formaldehyde releasing preservatives are present in approximately 20% of cosmetics and personal care products in the United States, so consumers are frequently exposed to this toxic chemical.

1114 | $77.00

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**NIGHT CREAM** Lock in moisture as you sleep for skin that looks and feels smoother, firmer, and more hydrated by morning. Formulated with marine extracts and safflower oleosomes, the cream helps intensify the nightly cycle of natural skin repair.

**HOW TO USE** Use nightly after cleansing. Massage gently into face, neck, and décolleté with upward strokes.

**SAFETY WORKS** Our night cream is formulated without butylated hydroxytoluene (BHT), a toxic ingredient commonly found in anti-aging products and linked to cancer. BHT is a toluene-based ingredient that is used in everything from nail polish to paint thinner.

1115 | $89.00

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**EYE CREAM** Reduce puffiness and diminish the appearance of fine lines and dark circles with this soothing formula, made with skin-conditioning wild algae and caffeine.

**HOW TO USE** Use morning and night. Lightly pat around eye area until fully absorbed.

**SAFETY WORKS** Our eye cream does not include parabens, common cosmetic preservatives that can disrupt hormone function and are in turn linked to an increased risk of breast cancer. There are several different kinds of parabens (ethylparaben, butylparaben, methylparaben, and propylparaben).

1116 | $69.00
Our game-changing Tint Skin Hydrating Foundation is a lightweight, creamy foundation that cares for your skin. The formula goes on seamlessly and blends effortlessly to cover imperfections and even skin tone. And hyaluronic acid, a natural moisture magnet, promotes smoother-looking skin and reduces the appearance of fine lines and wrinkles.

HOW TO USE Use daily, alone or on top of moisturizer. Apply evenly with fingertips or brush. Layer for additional coverage.

SAFETY WORKS Many similar products contain ethoxylated ingredients like PEGs, which function as thickeners and emulsifiers. PEGs may be contaminated with 1,4-dioxane, a carcinogen. Tint Skin, like all of our products, does not contain ethoxylated ingredients.

$51.00
**MATTEIFYING POWDER**

Blending invisibly to set make-up, absorb shine, and reduce the appearance of pores and fine lines, Mattifying Powder leaves skin smooth with a natural, even finish and no white residue. Suits all skin tones.

**HOW TO USE**
Apply with Powder Brush over moisturizer or foundation. Lightly cover face for a smooth, translucent matte finish.

**SAFETY WORKS**
At Beautycounter, we third-party test all of our color cosmetics and powders, including Mattifying Powder, for heavy metals before we bring them to market. Our policy on heavy metals is the most health-protective in our industry.

2601 | $45.00

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**RETRACTABLE FOUNDATION BRUSH**

Created for use with liquid foundation and tinted moisturizer, this luxurious, travel-friendly, and dome-shaped brush creates flawless, even coverage.

**HOW TO USE**
Dispense a small amount of foundation into palm of hand. Dip and swirl brush to distribute the product. Apply to skin with a light dabbing motion before blending outward with light, even strokes.

**HOW TO CLEAN BRUSHES**
Pour a small amount of Daily Shampoo into the palm of your hand. Dampen the brush and then rub it in the shampoo using circular motions. Rinse and repeat until the brush is clean. Press with a towel to remove excess water, and lay flat to dry.

**SAFETY WORKS**
Our foundation brush is made from soft, animal-hair-free taklon bristles. Taklon is a synthetic polyester derivative fiber that is soft, smooth, and void of any allergens. Taklon is widely used as the allergy-free, cruelty-free alternative to animal hair.

2910 | $43.00

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**POWDER BRUSH**

A luxurious all-purpose brush designed for dusting blush, bronzer, or finishing powder.

**HOW TO USE**
Sweep brush over powder. Tap brush to remove excess powder before blending onto skin.

**HOW TO CLEAN BRUSHES**
Pour a small amount of Daily Shampoo into the palm of your hand. Dampen the brush and then rub it in the shampoo using circular motions. Rinse and repeat until the brush is clean. Press with a towel to remove excess water, and lay flat to dry.

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2916 | $47.00
specially crafted

Just for Kids

SUPER-DUPER CLEAN KIDS BODY WASH

Perfect for bath time, our gentle wash gets little ones clean while ensuring their skin stays soft and hydrated. Gluten- and nut-free, the formula contains a combination of nourishing fruit extracts that provide a deliciously fresh berry scent.

HOW TO USE
Use daily. Apply a small amount to damp skin or a washcloth. Lather up and then rinse. Ideal for kids with all skin types.

SAFETY WORKS
Our body wash for kids uses mild cleansing agents and essential oils instead of harsh surfactants such as SLS or SLES and synthetic fragrance (all on Beautycounter’s Never List). Unlike many kids bath products, ours does not contain any ingredients that have been linked to health harm.

4013 | $22.00

NOT A KNOT KIDS CONDITIONER

Detangle hair with our gluten- and nut-free formula, made with super-emollient safflower seed oil, plus carrot root extract for extra-gentle conditioning. Bonus? A hint of citrus oils and vanilla extract gives the conditioner a creamy orange-vanilla swirl scent that kids will love.

HOW TO USE
Use daily. Apply a small amount to wet hair. Lather up and then rinse. Ideal for kids with all hair types.

SAFETY WORKS
Formulated with moisturizing safflower oleosomes and fragrant essential oils, our kids conditioner is gentle, effective, and safe for little bodies.

4012 | $22.00

NICE DO KIDS SHAMPOO

Gentle enough for daily use, our kids shampoo contains a mix of broccoli, carrot root, and strawberry extracts for a gluten- and nut-free cleansing formula that leaves hair shiny and soft. Bonus? Hints of citrus oils and vanilla extract give the shampoo a creamy orange-vanilla swirl scent that kids will love.

HOW TO USE
Use daily. Apply a small amount to wet hair. Lather up and then rinse. Ideal for kids with all hair types.

SAFETY WORKS
Our kids shampoo uses mild cleansing agents derived from coconut and amino acids instead of harsh surfactants such as SLS and SLES (both on Beautycounter’s Never List). We scent with essential oils rather than with synthetic fragrance.

4011 | $22.00
Baby has arrived

BABY SOOTHING OIL. A mix of organic coconut, jojoba, and sunflower seed oils, our dry oil soothes and softens skin for a nourishing experience. The formula—designed for newborns and up—absorbs easily without ever feeling greasy.

HOW TO USE After a bath or anytime, massage into your baby's skin to soothe and calm.

SAFETY WORKS When it comes to baby, simpler is definitely better! Babies can easily absorb chemicals through their skin, but they are much more vulnerable than adults are to the effects of these chemicals. Our unscented oil is made without fragrance, a much-used moniker for potentially dozens of ingredients—including phthalates and synthetic musks—linked to hormone disruption.

4102 | $28.00

beautycounter.com #betterbeauty
**BABY GENTLE ALL-OVER WASH**

Specially formulated for newborns’ and babies’ bath time, our two-in-one hair and body wash is ideal for delicate skin. The gentle, tear-free formula effectively cleanses and nourishes from head to toe without stripping away moisture.

**HOW TO USE**

Apply a small amount to the face, body, and hair. Lather and rinse thoroughly. Use as needed.

**SAFETY WORKS**

The surfactant in our all-over wash is derived from plant sources, including coconut fatty acids, and provides a gentle, tear-free cleanse without the risk of contamination with formaldehyde-releasing preservatives like quaternium-15, or with potential carcinogens like 1,4-dioxane.

4100 | $26.00

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**BABY DAILY PROTECTIVE BALM**

Designed to be gentle enough for newborns, our barrier balm is the ultimate hydrating powerhouse. This soothing blend of organic shea butter and jojoba oil provides a layer of protection for dry, sensitive skin for both babies and moms.

**HOW TO USE**

Apply as needed to areas of concern that require hydration and protection.

**SAFETY WORKS**

Babies can easily absorb chemicals through their skin, but they are much more vulnerable than adults are to the effects of these chemicals. Our baby balm uses only the most nourishing organic oils and butters that actually hydrate the skin, unlike petroleum-derived petrolatum, which may be contaminated with toxic chemicals like polycyclic aromatic hydrocarbons (PAHs).

4101 | $28.00