

# 25 YEARS OF STYLE

**COLLECTOR'S  
| EDITION**

**52-PAGE  
SPECIAL**

*Celebrating Excellence...*

# KITCHENS & BATHROOMS

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HEARST magazines | UK

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## NATURAL WORLD

'People often forget that the skin is the largest organ of the body and therefore essential for detoxification,' says Imelda Burke, founder of natural beauty store Content. The more you think about that fact, the more that long lists of chemicals on product labels can make you think twice about using them. And recently, there's been a surge in the number of launches of natural and organic brands that aim to capitalise on our desire to cut out artificial nasties.

Kristy Cimesa, founder of Elemental Herbology, is clear about why you might want to go natural. 'Many synthetic ingredients act as a temporary prop to the skin, but the results are often short-lived as they are not feeding the skin the nutrients it needs,' she says. Katherine Pye, head of product development at organic label Bamford, points out that 60 per cent of topically applied products can be absorbed by the skin. 'Chemicals can build up in the body, causing sensitivities and allergies.'

Advice on how to choose a good natural product varies – some believe organic is the only way to go, while others point out that there are some fantastic natural ingredients that don't have organic status. What we can recommend is looking out for certifications on packaging, rather than some vague promise of naturalness – these include the Soil Association, Ecocert and USDA Organic. Make sure the active naturals are listed at the top of the ingredients list, not the bottom, and decide what you want to avoid in advance – sodium laureth sulphate (a detergent) and parabens (preservatives) are two of the most common irritants in chemical-based products.

From left: Supercritical Chia Oil, £39, One Love Organics ([oneloveorganics.eu](http://oneloveorganics.eu)). Rose Plus Skin Booster by MV Organic Skincare, £60, Cult Beauty ([cultbeauty.co.uk](http://cultbeauty.co.uk)). The Problem Solver Correcting Masque by May Lindstrom Skin, £69, Content ([beingcontent.com](http://beingcontent.com)). Rose pebble soap, £16, Bamford ([bamford.co.uk](http://bamford.co.uk)). Oil Bath for the Senses by Susanne Kaufmann, £50, Mouki ([mouki-london.com](http://mouki-london.com)). Fez Body Serum by Kahina Giving Beauty, £80, Beutymart ([thisisbeutymart.com](http://thisisbeutymart.com)). Intensive Anti-Ageing Eye Serum, £44, Willow Organic Beauty ([willoworganicbeauty.com](http://willoworganicbeauty.com)). Detox Botanical Bathing Infusion, £20, Elemental Herbology ([elementalherbology.com](http://elementalherbology.com)). Miracle Cleanser, £34, Aurelia ([aureliaskincare.com](http://aureliaskincare.com))

## TWEET ME

*These solid wood bird-shaped doorstops by Belgian designer Cas Moor are the perfect mix of form and function. The simple, handmade oak design comes in a cool neutral colour palette of natural, white or black, and will remedy door-propping ills with ease. 'Tjirp' doorstops, £25 each ([casmoor.com](http://casmoor.com)).*

