

Green queens

Natural products are taking over the beauty world, as we become increasingly aware of what we put on our bodies. Charmaine Yabsley speaks to four women leading the way.

Tanya Felli, Ivadore, www.ivadore.com.au



Felli is the founder of Ivadore beauty products, including a best-selling self-tanner which contains a red raspberry-derived tanning agent. "It's one of those products everybody

should have," she says. "It gives a natural glow without looking like a fake tan; plus, it's all natural without any nasties." Felli's passion for natural beauty developed after being diagnosed with coeliac disease, leading to a complete change in diet. As she changed the products she was putting into and onto her body, she noticed a gap in the market for natural beauty substitutes. "I wanted products which worked," she says. "When I couldn't find them, I started creating them at home, for friends and family."

Tanya's top tip: "Take time for yourself. I go to the gym three times a week, as it gets rid of all of my frustrations. Even though I feel like I'm losing an hour of work, I'm actually gaining time, because my mind becomes more focused."

Kailah Shannon, MG Naturals, www.mgnaturals.com



"When my daughter was born, I wanted to give her the best start possible," says Shannon, founder of MG Naturals. "I was blown away by the unsafe chemicals and toxins that were in foods and

products I was using. MG Naturals was born of a desire to wear make-up but also to ensure that I was using safe products. I was horrified to find that many so-called 'green' and 'natural' brands contained toxic ingredients. I couldn't find a brand that I was 100 percent happy with, so I created my own. Our philosophy is pure,

safe make-up that heals and soothes to reveal your best skin ever. Prior to setting up MG Naturals, I had no idea that the make-up I used to cover my imperfections was actually causing them, creating a never-ending cycle and keeping the wheels of the beauty industry turning."

Kailah's top products: "BB Cream – you get sunscreen, moisturiser, serum and make-up all in one 30-second application, so it's great for busy women. I also love our mineral silk 100% Titanium Dioxide Free mineral foundation and oil cleanser - it's fantastic for pores, getting rid of blackheads, and plumping out fine lines."

Briony Kennedy, Adorn Cosmetics, www.adorncosmetics.com.au



After 20 years as a make-up artist and salon owner, Kennedy launched Adorn to meet demand for a brand that was natural and ecoconscious, but also had a high end, luxurious feel.

Driven by her dislike for waste, frustration with 'natural' brands that actually contained toxic ingredients, and powered by personal heartbreak about overseas child labour and animal testing, Kennedy wanted an ethical brand that empowered women to choose cosmetics that made them look and feel good.

Briony's top tips: "No matter how tired I am - and I have three young boys so let's face it, I am always tired! - I always cleanse, treat and moisturise my skin, morning and night. My basic routine never wavers, but since skin is forever changing, I sometimes add or swap products around for more targeted results. Once a week I give my skin a 10-minute detox with Adorn's Luxe Pure French White Clay. This is great before a night out, as it really tightens and firms skin, and who doesn't love that!"



Carla Oates, owner, The Beauty Chef



Oates became interested in all things natural and good as a child, when she suffered from eczema. “My parents took me to a naturopath and changed my diet, and I noticed the change in my skin,” she says. “Later on when I was a beauty editor, I became concerned about products which contained unnatural ingredients, so I began researching and formulating products, focusing on what you eat and how ingredients help your skin. Part of this research included the link between gut health and skin.” This led to the formulation of 'Glow', The Beauty Chef's first product - “and my favourite!” she says – which improves gut health, and in turn, the skin's appearance. “Your skin is an excellent barometer of what's going on in your body,” Oates says. The Beauty Chef is now one of the leading beauty brands in the world.

Carla's top tips: “To strengthen your gut, drink filtered, purified water. A water purifier is fundamental to good health – chlorine is introduced to our water system to kill bacteria and it kills both, good and bad. You need a purifying system which takes out heavy metals, chlorine, herbicides and pesticides. Eat certified organic produce: the chemicals used on many fruit and veg disrupt healthy gut flora. Eat easily digested wholefoods, such as soups, broth and stews, as these help to break down hard-to-digest proteins, and enjoy the traditional practice of preparing foods to make them more digestible, such as soaking legumes and nuts. Eat foods rich in soluble fibre, and take a probiotic to feed good gut bacteria. Use chemical-free skincare and cleaning products – chemicals in conventional brands aggravate the gut microbiome - and cut down stress, as it robs the body of nutrients and compromises gut health. Walking is my meditation and stress relief: I walk for 10 kilometres and my mind is so busy at the beginning of the walk, but by the end I've solved all my problems. It's a natural filing system for my brain.” ✨