

Going Green with Your Beauty Routine: Why Is Every Woman Choosing Natural Products?

Have you noticed the sudden boom of natural makeup?

Everyone everywhere is talking about it!

Organic makeup is sprouting on the shelves and the web is constantly buzzing with new vegan beauty trends.

So how did this trend really start?
Let's find out!

The Origin

First thing first, organic skin care is not new era invention. The origins of natural products can be traced back to cavewomen who lathered crushed herbs on their faces. This may not be a historical fact but we assume that is what they did to get their beauty on.



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Anyway, we can without a doubt say that most old wives tales and home remedies do emphasize on the use of natural skin care. We had just been sleeping on these old world skin care habits.

What happened which made us go back to our origins?

Over the years, the rise of skin cancer and other diseases due to toxins (parabens, phthalates, sulfates, and petrochemicals) present in the beauty products made many people look for chemical-free alternatives.

Then in the last decade or so, we started eating healthier and cleaner. We wanted to go green in all aspects of their life. Most of us soon began to wonder what goes into the products that we rub on our skin every day.

Gradually we all became conscious of the toxic truth that lay hidden underneath the layers of synthetic and artificially made beauty products. Not only were there skin damaging chemical present inside the bottles and tubs of creams, the chemicals also harmed the environment. Furthermore, there were horror stories of animal testing that were heard across the different media channels.

In short, this was the new-age nightmare for every woman with an eco-friendly conscience.

As a result, the demand for natural products skyrocketed. Women wanted products that were cleaner and greener with no artificial processing done. Once the brands saw the change in consumer direction they had no option but to transform their ideology.

The Popularity

Did a group of teens really cause an uprising? Is this a millennial conspiracy?

Despite how it sounds the rise of organic cosmetics is not due to an activist rebellion. Rather it is a gradual consequence of women choosing a healthier lifestyle.

It is also a popular choice because it is:

Skin-Friendly

Women everywhere claim that their skin responds positively to naturally-inclined products. That means less irritation, rashes, and fewer breakouts.

Protective

The skin is the largest organ of the body and the most vulnerable. Organic products aim to protect this exposed area by providing natural ingredients that combat against harmful free radicals.

Eco-Friendly

These unprocessed products do not harm the cute animals or the environment. Hence, we can use them guilt-free!

The Perfect Blend

The after-effects of earthy blends leave a positive impact on our skin. For example, there are antioxidants present that minimize premature aging. Additionally, your skin feels fresher, healthier and more radiant than ever before.

The world is going green.

You should too!