



going green

EARTH-FRIENDLY IS ALWAYS BEAUTIFUL

BY JOSEPH V. AMODIO
Special to Newsday

Earth Day isn't till Friday, but many consumers never get around to making smart, greener choices — at least when it comes to beauty, skin and hair products.

"It's overwhelming and hard to know where to start," admits Nneka Leiba, a research analyst with the Environmental Working Group, a nonprofit group of scientists and policy experts based in Washington, D.C.

Stay realistic, Leiba suggests. Don't overhaul the entire medicine cabinet at once. Start by picking a few chemicals to watch for. "In the grocery store, I'll check the label and try to avoid products with parabens and phthalates," she says. Studies have linked such chemicals to potential health concerns like hormone disruption and cancer. It's still a personal decision, she concedes, and it can be hard to find the perfect product. But consumer choices make an impact.

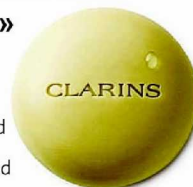
We've collected some new eco-beauty faves. For more, visit newsday.com.

« **Kiehl's Rare Earth Deep Pore Cleansing Masque** now comes in two new limited-edition labels designed by "Dexter's" Michael C. Hall, left, and "Big Love's" Chloë Sevigny, with all proceeds benefiting the Waterkeeper Alliance; \$23, at Kiehl's, Manhattan, and kiehls.com.



« Green is serene, according to Amy Ilyse Rosenthal, an Old Westbury native and co-founder of **21 Drops**, a line of 21 essential oil blends from sustainable, organic sources, sold in sleek, recyclable cardboard containers; \$28, 8.5 ml, at 21drops.com.

Toss those antibacterial » soaps and go for regular suds (just as good at fighting germs), like **Clarins' first certified organic soap** for face and body; \$15, at Bloomingdale's stores and clarinsusa.com.



FASHION ALERT
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Lush is renowned for preservative-free bath items, like **Tiny Hands Serum** with moisturizing Argan oil from a women's cooperative in Ghana — and it requires no packaging (pop in your bag or buy Lush's reusable tins); \$5.95, at Lush shops, Manhattan, and lushusa.com.

Urban Decay turns complexions "green" with the **Sustainable Shadow Box** (a decorative bamboo box with 10 shadows); \$36, at Sephora, Ulta, Macy's, beauty.com and urbandecay.com.



DermaBlend Professional's vegan-friendly makeup brushes use no animal hair, and the handles are made of sustainable bamboo and recycled aluminum; \$22-\$40 at dermablend.com.



The new organic **African Black Soap facial regimen kit**, from Amityville-based SheaMoisture, includes black soap (made from shea butter, with other herbal ingredients burned to ash), plus scrub, moisturizer and mask; \$16.99 at Target stores, Walgreens and sheamoisture.com.

Some ingredients to avoid

PARABENS Chemicals, like methylparaben or propylparaben, used as preservatives in shampoos, moisturizers, shaving jells and toothpaste. Parabens can disrupt hormones and have been found in breast cancer tissue.

PHTHALATES Chemicals found in plastics, solvents, shampoo, nail polish and hair spray; studies have linked the compounds to hormone disruption and possibly liver cancer.

RETINYL PALMITATE A combination of palmitic acid and vitamin A, in sunscreens and moisturizers; it breaks down in sunlight and may speed skin tumors.

OXYBENZONE A chemical commonly found in sunscreens, some lip balms and moisturizers; linked to allergies, hormone disruption and cell damage.

TRICLOSAN The most common active ingredient in antibacterial soaps; research indicates it may disrupt thyroid function and encourage bacterial resistance to antibiotics.

— JOSEPH V. AMODIO