beauty is AS BEAUTY

Beautiful people, love 'em or hate 'em, they are everywhere. They grace the covers of magazines while we check out at the grocery store and float down red carpets on television while we eat dinner in our 'jammies. We talk about their relationships and count dates at the water cooler and take pictures of their hair to our stylists in the hope that we walk out of the salon a bit more glamorous than we entered it. In fact, it's nearly impossible to go through a day without seeing an image of the most beautiful people in the world, which, at times, skews our reality. How refreshing it is then when these beauties give us more to talk about than just their looks. With causes and interests firmly planted in health and sustainability, these amazing women have stepped out of their roles as models and actresses to promote products that make the rest of us a bit more beautiful.

Josie Maran's name is synonymous with eco-beauty. Her hit lineup of beauty products ranging from lipstick to hair mist is infused with the miracle Moroccan oil Argan and is a bestseller at beauty stores nationwide. And rightly so! Having used just about every eco-beauty product on the market I know firsthand just how challenging it is to find makeup that

does what it is supposed to. If your own search for high performance beauty, with even higher standards for health and sustainability, has left you frustrated, I challenge you to high-tail it to your local Sephora and give Josie a try. Josie's personal convictions are what I appreciate most about this brand. In her own words, "I believe that doing the right thing can be glamorous." From supporting cancer patients at City of Hope with every sale of her GO GO Mascara (which is in my top 5 eco-beauty products ever) to protecting the endangered Polar Bears through her Bear Naked Wipes, this exemplary mom and model-preneur shows us how deep her beauty really is.

WWW.JOSIEMARANCOSENTICS.COM

A new name in the eco-beauty game is none other than the gorgeous Jessica Alba. This mama is so hot that she was even named "Sexiest Woman in the World" and if you ever saw her role as Nancy Callahan in Sin City, you know why. But if you think that this woman is all about being a sex symbol, think again. Her desire to create the healthiest surroundings for her darling girls, four-year-old Honor and newborn Haven, led her to create The Honest Company. Her partner is Christopher Gavigan, former CEO of Healthy Child Healthy World, and together they have formulated a full line of home and body products that promise to be safe and super effective. Honestly speaking, I have not been so excited about a product line in a long time. Being a new mom, I can relate to Jessica’s story and have searched for products that I feel safe using in my home and on my one-year-old daughter. Unfortunately, finding them is tricky and oftentimes they are simply too pricey. The Honest Company has positioned themselves as a source for trustworthy products that parents and non-parents alike can feel good about using in their home, all for a serious bargain and delivered right to your door. In a word: brilliant. Her diaper bundle, which includes gentle biodegradable wipes and plant based disposable diapers with delightful designs, is my new go-to baby shower gift. And I cannot wait to slather on the company’s Honest Sunscreen before long days at the beach this summer.

WWW.HONEST.COM

THE MOST BEAUTIFUL PEOPLE IN THE WORLD ARE BEHIND SOME OF THE BEST IN ECO-BEAUTE TODAY

WWW.COCOECOMAG.COM