



Every product sold at Vert, Renata Helfman's beauty emporium, is from a natural source. "I work hard to find the very best," she says.

Purify your beauty routine

Makeup artist
Renata Helfman
gets her healthy
glow from all-
natural beauty
solutions.

By OLESSA PINDAK

THREE YEARS AGO makeup artist Renata Helfman was feeling so run-down she made an appointment to see her doctor. After hearing her complaints about low energy, a dull complexion, and irregular periods, he suggested she stop using beauty products that contained chemicals. "I'd been in the business for ten years," says Helfman, "so I was shocked to learn the products I used every day—and put on my clients—could cause skin and respiratory allergies, break-outs, and even raise the risk of cancer."

Switch to organic. She overhauled her makeup kit, tossing out chemical-laden products for natural and organic versions (she also switched to organic food and all-natural household cleaners) and felt her energy return and her skin revive. The positive effect inspired her to open Vert (vertla.com), an eco-beauty emporium in Los

Angeles where she sells what she considers the most effective, safest, purest beauty products. "Everything I carry comes from a natural source. There's not a single synthetic item: no parabens, artificial colors or fragrances, sulfates, and nothing has been tested on animals. And all the packaging is easily recyclable as well. At Vert, I only sell the cream of the crop."

Get advice from a pro. Tapping into her expertise, we asked Helfman for a roundup of her favorite all-natural products for hair, skin, eyes, and face plus recommendations for good drug-store buys. »

Renata's Picks

At Vert, only washable brushes are used to apply makeup, so no disposable sponges wind up in landfills.

1 ANTI-AGING POTION

Tracie Martyn Firming Serum

(\$188; traciemartyn.com) is pricey but worth every penny. Use it on your face (you only need two pumps), around the eyes, and on your neck and chest—you won't believe how amazing your skin will look and feel. The antioxidants and botanicals visibly diminish summer damage (like hyperpigmentation and fine lines) and firm, strengthen, and restore thin skin.

2 EYE SAVER

Dr. Alkaitis Organic Eye Crème

(\$49; alkaitis.com) is light and cooling and works well under makeup. With an aloe vera base and vitamins and herbal extracts like chamomile, wild rosebuds, linden blossoms, and maté, the cream rejuvenates dry and damaged skin, reducing fine lines and puffiness.

3 SUN PROTECTOR

Pratima Neem Vetiver Body Sunscreen

(\$30; vertla.com) contains micronized zinc oxide for full-spectrum UV protection. Made with neem and vetiver extracts, both of which calm and hydrate the skin, it's light and silky enough to use on your face.

4 BODY BRONZER

Josie Maran Bronzing Argan Oil

(\$52; josiemarancosmetics.com) is made of pure argan oil (from a tree native to Morocco) and has a sweet, yummy smell. I use it on my legs, arms, neck, and chest to bring out a summery glow all year long.

5 CURE-ALL

RMS Lip and Skin Balm

(\$30; vertla.com) is made from 100 percent organic beeswax, coconut oil, and shea and cacao butter. I keep a vanilla or cocoa version in my purse and use it to moisturize typical dry spots—lips, cuticles, and around the eyes. »



“Next time your face feels dry and dull, spread on a thin layer of pure honey after cleansing and let it sit for ten minutes, then rinse with warm water. Your skin will feel softer and smoother.”