

# COSMOPOLITAN

## 76 Sex Secrets!

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- HOT SOLO-SEX TRICKS

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**STRESS WAY LESS**

This Surprising Habit Helps You Chill Instantly

**Kate Hudson**

Fun, Flirty & Fit AF!  
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MIND RIGHT, BODY TIGHT

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THE NEW WAY  
TO BE A NATURAL  
BEAUTY

## GREEN CAN BE GLAM

We get it—you want to detox your cosmetics stash without sacrificing your prettifying power. *Cosmo's* deputy beauty director, **Marta Topran**, leads the way.

LIKE THE GOOD millennial I am, I try to buy organic. My apartment is cluttered with crystals. I use *mindful* unironically. All to say, I'm fully on board the wellness wagon—except when it comes to my makeup.

It's not just me. "This is a daily conversation in my office," says my derm, Gary Goldenberg, MD. "Your skin is your largest organ, and chemicals in products could cause internal issues, so I recommend makeup made with natural ingredients." Still, I've been reluctant, assuming I'd have to sacrifice too much. "Ten years ago, you'd be right—there wasn't a lot out there," says Christy Coleman, chief artistic officer at Beautycounter, "but green beauty is now an industry to be reckoned with."

### WHAT NATURAL REALLY MEANS

"Nothing," explains Rose-Marie Swift, founder of RMS Beauty. Any brand, regardless of what is in its products, can make claims like *all natural*, *botanical*, and *preservative-free* (terms that are completely unregulated by the FDA)—a practice known as green washing. "It's total confusion for the consumer," says Swift, who suggests always looking at ingredient lists for the full truth.

NAOKO KAKUTA/STOCKSY



## INGREDIENTS TO AVOID

I asked Nneka Leiba, director of the Healthy Living Science Program at EWG, whose Skin Deep database has unbiased safety ratings for thousands of products. "There are dozens of hazardous chemicals, but parabens—preservatives linked to endocrine disruption—and phthalates—often listed as DEP, they're plasticizers known to affect hormones—are tops," she says. Also, beware of synthetic fragrance. Because of trademark law, brands don't need to disclose what's in scents (usually, phthalates). Mineral oil, a by-product of crude-oil production, is another no-go nasty.

## WHERE TO SHOP CLEAN

Go to a site or store that's done the vetting for you, like Credo. "We only select brands that pass our no-toxins screening process," says the company's COO, Annie Jackson. "We're focused on what's on the inside *and* outside." It shows. I was shocked at how cool everything in their Brooklyn shop looked. My other favorites: Follain.com, Goop.com, and Beautycounter.com, which has The Never List, with more than 1,500 ingredients.

## WHY TESTING THINGS IS KEY

Credo offers Clean Beauty Swaps, where a staffer finds safer versions of your go-to products for you to sample. During my trial run, I was introduced to so many new brands that didn't seem clean at all (and I mean that in a good way). That said, I did find some differences between green and conventional. I noticed how botanical the new things smelled (no synthetic fragrances!), but I also found that without long-wear chemicals, cream eye shadows crease *so* fast (I switched to powder ones only), and the glide when you put on other products doesn't always feel as smooth. (Swift told me to apply with my fingers to help the ingredients melt into my skin.)

## HOW TO GO GREEN FOR GOOD

Two months and hundreds of product tests later, I'm a convert. Not only did my new makeup (at right) withstand a rosé-fueled "Despacito" dance party at my college reunion, my skin is clearer and glowier. Of course, you don't have to totally trash your current stash, but when something runs out, try a green replacement. ("Especially your foundation—it covers such a large area," urges Coleman.) Slowly, you'll build a collection—one that you can feel good about putting on your skin *and* feel hot as hell wearing.

## Safe, Sexy Must-Tries

**1.** I'm all about a nude shadow palette. This one has just the right shimmer.  
**JANE IREDALE**  
Naturally Glam Eye Shadow Kit, \$59, [janeiredale.com](http://janeiredale.com)

**2.** Feel chic, not crunchy, covering up your dark circles.  
**BEAUTYCOUNTER**  
Touchup Skin Concealer Pen, \$32, [beautycounter.com](http://beautycounter.com)

**3.** A lipstick so moisturizing, I use it like a tinted balm. Bonus: It smells deliciously fruity—BF-approved!  
**VAPOUR ORGANIC BEAUTY**  
Siren Lipstick in Tempt, \$25, [vapourbeauty.com](http://vapourbeauty.com)

**4.** The perfect orange-red dupe for Nars Heat Wave.  
**KOSAS**  
Lipstick in Thrillist, \$28, [kosascosmetics.com](http://kosascosmetics.com)

**5.** One of the most popular powders on Insta has 17 ingredients! This has two.  
**RMS BEAUTY**  
"Un" Powder, \$34, [rmsbeauty.com](http://rmsbeauty.com)

**6.** My weekend go-to, it makes skin look I-do-yoga glowy.  
**ILIA**  
Sheer Vivid Tinted Moisturizer SPF 20, \$42, [ilia beauty.com](http://ilia beauty.com)

**7.** Wow. This serum foundation is better than conventional formulas I've tried. Flawless, indeed!  
**JUICE BEAUTY**  
Phyto-Pigments Flawless Serum Foundation, \$42, [juicebeauty.com](http://juicebeauty.com)

**8.** TBH, most clean mascaras were a disappointment. This one is shockingly good.  
**W3LL PEOPLE**  
Expressionist Mascara, \$22, [w3llpeople.com](http://w3llpeople.com)