

Naturally BEAUTIFUL

WHO KNOWS BETTER THAN BEAUTY GURUS WHO LIVE AND BREATHE SKINCARE, BEAUTY AND NATURAL FORMULATIONS? WE BRING YOU INSIGHTS AND TIPS FROM THREE LEADING BEAUTY GURUS IN THE REGION TO PROTECT, NOURISH, AND GLOW.

By ODELIA MATHEWS



PHOTOGRAPHER: MASCHA DAHAN FELDMAN; MAKE UP ARTIST: MARGUERITE GEBHARDT; MODEL: CHIARA KESTIN; MAKE UP: LANCOME HYDRA ZEN DAY CREME, MAC FACE AND BODY C2, MAKE UP FOREVER BROWGEL, ARDEN SPECIAL CARE NOURISHING LIP BALM



Anisha OBEROI
FOUNDER, SECRET SKIN
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Your personal battle with cancer is the basis for your start-up. What is your story? Secret Skin's story is my story. In 2010 when I was undergoing breast cancer treatment I was unable to find any personal care and beauty products free from toxic chemicals that would inevitably have a negative impact on my hormones and fertility. I wanted to create a safe space for consumers where we would do the legwork of due diligence to ensure safety standards were met. I do believe we are on the right path: we now receive enquiries from cancer patients who come looking for self-care products from the platform and then become loyal customers.

What makes Secret Skin unique? Our vision is more targeted at holistic health and wellness, instead of being a platform that just sells beauty products. On the outside Secret Skin is an impact-driven Beauty-Tech startup that connects consumers in the Middle East to sustainable beauty brands from around the world. However, its core is built on a framework that focuses on social and environmental impact, towards raising awareness of mindful

consumption and women's health in the region, through the narrative of Clean Beauty. **'Safe for the people and planet' – could you briefly expand on what this means?** By choosing Clean Beauty that is safe for human consumption and by shopping consciously, customers automatically become a part of what I like to call the 'Revolution of Mindfulness'. Our brands have Sustainability practices across the value chain of ethical sourcing, production, packaging and shipping. By virtue of integration on the platform - this also has a down-stream impact on our own operations. Our customer packaging is also made locally with 100% recyclable material & eco-friendly foil stamping, for the love of the planet.

How does beauty and sustainability go together? With one single click customers can support small sustainable businesses around the world, provide microeconomies to indigenous tribes that wild-harvest the ingredients found in their products and reduce their carbon footprint on

MY RECOMMENDED SUMMER BEAUTY TREATMENTS

The Royal Tonique Jasmine Hydrating Mist from Ranavat for an immediate bomb of botanical actives on-the-go and Purearth's Turmeric Sand powder mask for gentle exfoliation and removal of sweat-induced congestion. I'm also loving Hermetica's Amberbee alcohol-free moisturizing perfume.



MY TOP 3 BEAUTY PRODUCTS

- The Replenishing Mask with white clay and honey from Rbug Wild Beauty.
- The Eye-contour Baobab-Sarsaparilla serum from Odacite.
- The Day Light Face oil from Amly Botanicals which is light-weight and perfect for summer.

the planet by purchasing locally. We provide the consumer an opportunity through our recycling app interface to recycle their plastic and earn eco-rewards to shop on the platform.

What is your personal beauty routine to protect and nourish your skin and beauty? I have sensitive skin that breaks out easily so I watch the changes in my hormonal cycle closely to decide what to use on my face. Cleansing, moisturizing and protection are the trifecta I follow when it comes to my beauty regime, to pamper and nourish my skin. I use a body oil daily post-shower, wear minimal makeup, eat healthy fats, avoid dairy and drink plenty of water.

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How is clean and conscious beauty becoming the future of skincare?

Skincare for years has played a significant role in our daily lives. Brands have greatly benefitted from commercial advertising that portray women and men with a certain appeal factor; thereby creating an unreal aspirational culture and standards for skincare and beauty. Today, as the world is dynamically moving forward, the clarity and understanding of clean ingredients, mindfulness and more is increasingly picking pace. Women, men, millennials alike are no longer accepting age-old notions especially when the topic concerns their inner and outer well-being.

How is Beauty Binge different from every other concept out there in the market?

Beauty Binge is a platform dedicated to mindful living whilst ensuring it is accessible to all. Our goal has been to bust the notion that 'clean beauty is only for a select few'.

Why should people consider greener alternatives in beauty?

For how long can we give in to the never-ending cycle of commercial beauty and thus commercial skincare consumption with the hope of rectifying the damage done by chemicals found in these same everyday products? The benefits of green beauty are far greater even in terms of your skin's health.



• The organic coconut oil from Conscious Coconut.

MY TOP 3 BEAUTY PRODUCTS



• My rescue facial care kit for oily skin from Blissoma as it covers me entirely from cleanser to serum moisturizer to toner to facial oil and finally a clay mask.

• The face and body sunscreens from Josh Rosebrook and Sunkiss respectively.

The absolute transparency in ingredients and quality should be the first driving factor towards choosing greener alternatives. Along with that, most green businesses today also support meaningful causes, directly or indirectly via ethical employment, authentic donation centers, supporting farmers and more. In short, you are potentially shopping for products with character and that have a positive environmental impact as well.

What is your personal beauty routine to protect your skin? SPF is something I don't skip even for a single day while I may skip on make-up altogether but never sunscreen.

This sense of awareness is also considering my lip pigmentation which was significantly due to the use of commercial cosmetics and lack of any SPF during my earlier days. Toners are a must for me as I struggle with open pore, followed with the right morning and night moisturizer with anti-aging properties. I'm also big on exfoliants.



BEAUTY BINGE
BINGE RESPONSIBLY

MY GO-TO BEAUTY BRAND

would say Conscious Coconut's organic coconut oil which is such a diverse product and the benefits are innumerable. Also, the entire Blissoma range has some incredible Botanical products that even with one pump you will experience the earthy and potent benefits right away. My other go-to brands that are clean and personal favorites are Cocokind and Noto Botanics.



MY TOP 3 BEAUTY PRODUCTS



• The Holy Curls Deep Conditioning Curl Mask: This is one of the best deep conditioners I've ever used. It's vegan, natural, and cruelty-free and I love the softness it brings to my curls.



• The Shaeiri Pure Scrub: I love this scrub to detoxify my scalp and I also use it on my face.

• The Rizos Curls, Curl Defining Cream: I use this to style, moisturize and protect my hair.



MY RECOMMENDED SUMMER BEAUTY TREATMENTS

would be a DIY hair treatment with Neutral Henna, Aloe Vera, Honey and 2TB of the Holy Curls Deep Conditioning Curl Mask, applied on freshly cleaned hair and then left in for 3 hours.



providing a personalized report with adapted routine.

What is a quick tip to detoxify and nourish the hair? You can use a special clarifying shampoo to clarify the hair, and a scrub (ready-made or natural with honey and white sugar) for the scalp. Don't

forget to deep condition afterwards. During summer we might need to deep condition more often and using Glycerin free products for styling will help moisture to stay in and avoid the frizzy hair effect. Finally, if you're at the beach or pool, put a moisturizing spray or cream on the hair and try a protective hairstyle, like braids, or a loose bun. If you can, cover it with a silk scarf.

What is your personal hair-care routine to protect your crowning glory? I dedicate every wash day to something specific. I deep condition twice a month and I follow an oil treatment, protein mask, and clarification treatment every month. I also practice protective hairstyles when I'm heading to the beach or when the weather is too humid. For styling, I generally use a spray, cream, gel and finish with a bit of oil to seal the moisture. I never use chemical coloration, or any kind of straightening treatment. Lastly, I sleep with a silk bonnet, on a silk pillowcase, to protect my hair and skin. Silk keeps the moisture in the hair and skin, it's a game changer!

My Go-to beauty brands for skin, body and haircare are VOIR and French Girl. These niche brands are organic, use natural ingredients and have a wide range of products adapted for all kinds of hair and skin types. I love the fact that their products are natural and organic yet also very sensorial.