

Beauty Trends

Skin Care Goes All Natural

(NAPSA)—If you want to be a natural beauty, wear plenty of makeup.

Cosmetics have joined the organic revolution, with near-record numbers of consumers opting for powders, lip gloss and creams made from all-natural ingredients. In fact, organic and natural-based skin, hair and cosmetic products are expected to become a \$5.8-billion industry by 2008, according to Cristen Bolan, editor of *Global Cosmetic Industry* magazine.

What's driving this trend toward natural ingredients? Common sense, according to Florence Sender, founder of Be Fine Food Skin Care, a fast-growing company whose all-natural products are made from ginger, coconut, avocado, mushrooms and apples. Among the line's standouts: cleansers, toners, scrubs, lip serums and exfoliators.



"Food nourishes us when we eat it, so it makes sense that it would be good for the skin," explains Sender.



Indeed, you can actually eat Sender's products, although she wouldn't recommend it. "They wouldn't taste good," Sender says. "They're designed to be digested by the skin."

The movement towards all-natural cosmetics marks a departure from an earlier focus on chemistry and technology, with Sender's company alone growing from a small startup to a \$10-million business backed by years of studies. In fact, Sender and her team of scientists from Japan, Europe and the U.S. spent two years researching the positive effects of food on skin and learning which foods would perform best.

"If your body absorbs 70 percent of the things you put on your skin, we had to ask: 'Would you put this in your liver?' If the answer was 'no,' we didn't use it," says Sender.

For more information, visit www.befine.com.