



## What is Clean Beauty?

Updated August 29, 2021

*After your read, you should have a better understanding as to this emerging category.*

Firstly, 'clean beauty' could also be called 'handsome care' as it is not a term meant to specifically be for products or cosmetics that only women may use or buy.

It's no surprise that an industry such as cosmetics (or also known to many as personal care and cosmetics) occasionally has trends that turn into (market) trade categories.

Clean Beauty is one of the trends that has turned into something more than just a fashionable choice when it comes to skincare or cosmetics. Yet, it is something that is in a very gray/grey area. In a nutshell, it is a category is one that is for anyone who wants products that go an extra step to ensure that they are made with ingredients that aren't controversial, viewed as bad/toxic or on any banned ingredient lists.

Consumers are not new to the power of marketing and how it can make any product seem like it is magical.

With the right marketing budget, a brand can tell a story by green-washing a product, packaging it to look like it is from an 'au naturel' backbone and as a consumer, unless we know what to look for and understand what it is that we are buying, (*truly understand*) it really does make it a challenge to select products that don't have a lot of undesired chemicals in them.

I've developed products that are made with all natural or natural trade compliant materials, to products that use man-made chemicals.

Guess what? Everything is a chemical.

You will hear me repeat this often because chemicals are building blocks that can be engineered to create incredible innovative, products. Chemicals can be natural or man-made. There is no cosmetic or personal care item out there that is chemical-free. Not even if it is 100% pure Shea butter; Even the mouse you use to scroll is made of chemicals. Yet, not all chemicals are cosmetic grade.

With that said, 'clean beauty' has no current, official, government body that regulates what clean beauty is.

You do have some legislation at the state level. I will use California as an example. The state has banned many toxic chemicals in cosmetics, some updates were made in 2020 and signed into law, which you can learn more about online.

You do have vendors, store chains, non-profit groups that promote cosmetic safety and each define their view on what clean beauty is also. Yet, the bottom line is that there is **no** golden list that a formulator follows. It comes down to awareness and integrity on the part of the makers/brand owners and proper R&D.

## Why is clean beauty better?

You will read and view all sorts of things on this topic. Many brands dive into this category because many feel there is more flexibility for the formulator or maker when a product isn't totally natural (so most assume). Yet, I feel that it comes down to the core values and story that your brand is telling and has.

I have formulated natural products that have had shelf life as long as totally synthetic products. It really comes down to the skill/talent of the formulator and/or the maker. Chemistry is not the only element that is needed to have talent as a Cosmetic Scientist.

Therefore, our hélico™ line has an emphasis on concentrated formulas that are very high-end. Rather than say our products are 'all natural' (which most products may very well fall into the natural trade category), we chose to launch our current collection as Clean Beauty because of the strange connotations that some out there have when they hear that a product may be "natural" or 'natural trade compliant'. It's no secret - we have an incredible crush on plant based technologies.

### **How can I shop for products and know what to buy?**

This site's shop is currently being populated. We'd love for you to try our line. Yet, we get it, you're in a hurry and are surfing for something specific, right now.

We purposely decided to give retailers time to select their inventory. Therefore, you are welcome to follow us on social media @HelicoLab to have access to the shopping there, when it is active.

If you'd like to learn which select retailer or vendor carries any product you see in the online showcase, just email us.

If you're curious as to how you can shop for products in general, newsflash: there will never be a one-size-fits-all for skincare. We are all so unique down to our DNA. Truly.

Skincare is an investment and a journey. Give a line a try, should you feel that they coincide with your skin goals. Look at their ingredients. Who makes this brand? What are their values? Get curious. If you are able to connect with a brand and build a trust with them, then it does simplify things for you to have someone you trust that offers products. Read and learn: my best advice.

Another important thing to consider, until your eyes remember some of the words on the ingredients of a product, researching ingredients with online tools as that can be helpful.

Please keep in mind if you are going to use any online tool, that a formulation is not a bunch of independent ingredients.

It is the marriage of all those ingredients: the sum of its parts.

Therefore, when you use any database or even a search engine for just one word, you will not read it as an integrated role in the product. Often depending how ingredients are used in a formula, they may behave differently and they are obviously not used at 100%. If you read about an ingredient, you read about it at 100%. Keep this in mind. Ingredients are not typically used at 100% in a formula - so this is a very important aspect to remember.

Also be mindful at any products that are (describing what the chemical is used for). A few known brands do this, right after a chemical that is not necessarily a super ingredient.

It is not enough for any maker to put next to a funky sounding word (emulsifier) or the role that chemical may play. It comes down to understanding ingredients that can be endocrine disruptors, for instance - looking up what that is and so forth.

Once you conduct your basic understanding, you will come to your own clean beauty "wants" and "don't want", when it comes to products.

For instance, I have sensitive to combination skin.

- If I put a product with oils in it on my skin, no matter if a celeb makes that oil sound like it is unicorn sweat, dripped in fairy dust = I'll break out. So, I know what to look for, for my own skin. The fact that I was not finding products that were for me, was indeed a motivation for the hélico™ brand to emerge.

*I hope you've enjoyed this article. This article is for educational purposes only and it expresses the views of its author based on her professional background as a prestige and specialty product Cosmetic Scientist.*

*Not permitted to be used without permission.  
Copyright August29, 2021.*