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## Insider secrets for natural beauty

**Q** | What do you think of all the big beauty brands coming out with natural products? I'm new at this, so how do I know which brands to trust and what ingredients to avoid? How do I know if these companies are just "green-washing" me?

– Janelle, Toronto

**A** | Dear Janelle,

As the demand for natural and organic products has grown so has the number of brands. With ingredients sourced from manufacturers in many countries with multiple standards it has become more confusing for the consumer. Third-party certification has helped to hold manufacturers accountable for what they produce and the claims they make. However, it is up to you to be vigilant in reading product labels. Try to use brands that are certified as organic or natural. Look for products free of synthetic chemicals and fragrances. Look for products without SLS (Sodium Lauryl Sulfate), PG (Propylene glycol), FD&C colour pigments, petrochemicals and parabens. I generally find the shorter the ingredient list and the more of them I can pronounce, the better. My advice is to keep it as natural and simple as possible to reduce toxic exposure. ♡

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