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BEAUTY SCHOOL

How to tell if a product is truly natural

There are tons of brands vying for the title of "natural" skin care, but how do you know if a product is truly natural? Here are some tips to help you decide.

Look for natural ingredients. The most common natural ingredients are plant-based oils, botanicals, and minerals. Avoid synthetic fragrances, parabens, and other chemicals.

Check the ingredient list. If you're looking for a truly natural product, the ingredient list should be short and simple. Look for words like "essential oils," "botanicals," and "minerals." Avoid words like "parabens," "fragrances," and "chemicals."

Look for natural packaging. Truly natural products are often packaged in recycled glass or aluminum. Avoid plastic packaging, which is not biodegradable.

Look for natural certifications. There are several organizations that certify natural products, such as the Natural Products Association (NPA) and the International Natural Products Association (INPA). Look for their logos on the packaging.

Look for natural pricing. Truly natural products are often more expensive than synthetic products. This is because natural ingredients are often more difficult to source and process.

Look for natural reviews. Read reviews from other consumers to get a sense of whether a product is truly natural. Look for reviews that mention the ingredients and the packaging.

Look for natural brands. There are many brands that specialize in natural skin care, such as Dr. Hauschka, Lush, and The Body Shop. Look for these brands when you're shopping for natural products.

David Bank, M.D., director at the Center for Dermatology, Cosmetic and Laser Surgery in Mount Kisco, NY