

# THE NEW SUPERNATURALS

If it weren't bad for emissions, the organic beauty industry would be setting the world on fire right now. Here's our hot ten



**1 THE EDIBLE LIPSTICK**  
Over a lifetime we women eat over 6lbs of lipstick. How gross is that? But you don't need to sacrifice style to save your stomach – just switch to Nvey Eco Lipsticks, £15, which are 100 per cent toxin-free, so technically edible. Nvey (pronounced na-vay) is the product of six years' research and has already earned a celeb following, including pop sweetheart, Hilary Duff.

**2 THE MILLION POUND INGREDIENT**  
If you ask us, sapphire is the most glamorous and exciting ingredient to hit the beauty industry this year. Neom's Luxury Unwind Skin Treatment Organic Bath and Body Oil, £32, is one of the first products to feature it. Neom is the new baby of Natural Magic organic candle boss, Nicola Elliott. 'No other known crystal has such a high beautifying mineral content,' she says. 'Sapphire promotes healthy, nourished skin and hair, which is why we've been grinding it down to use in our body ranges.' It seems like a new idea to us, but in Ancient Egypt, Cleopatra used sapphire on her skin, too.

**3 THE HIPPIE HANGOVER CURE**  
We're seriously thinking about campaigning for Nude's Miracle Mask, £38, to be available on the NHS. It's *that* good for lifting your spirits and blitzing ropey-looking skin after a night on the sherbets. And, crikey, it should be outstanding – Bono's wife was a consultant in its development and supermodel Helena Christensen led the testing panel. It uses biodynamic principles, which are based on the concept of planting according to the moon's cycles, taking green to a whole new level. It all sounds a bit nuts, but given that the energy-boosting ginseng and mandarin extract in this mask really do revitalise in minutes, frankly we don't care. ▷

LUXURY UNWIND  
SKIN TREATMENT  
ORGANIC BATH  
AND BODY OIL  
*By Natural Magic*  
Bergamot, French  
Lavender and Patchouli  
115 ml  
NEOM

MIRACLE MASK  
Beauty Revolution Skin