



A new generation of face creams has arrived. They're ethical, fairly traded, carbon-neutral – oh, and they contain a few things that fight your wrinkles, too. *Grazia* puts them to the test...

*Words: Natalie Silverton Photos: Daniel O'Connell*

# The face creams that WILL SAVE THE PLANET

With everyone from Leonardo di Caprio to Madonna preaching the eco-message, it's not surprising that beauty companies are clamouring for a piece of the environmentally-friendly action. But while all-natural beauty is now big business (Mintel has just revealed that almost 200 natural beauty products will launch this year, compared to last year's 73), the most forward-thinking brands are now going one step further – so, as well as containing the latest all-natural anti-ageing ingredients, they're making their products ethical, fairly traded and carbon-neutral, too.

**THE BRAND** Pai is a trendy New Zealand range using natural plant-based ingredients known to heal and protect even the most sensitive skin.

**HOW ECO-FRIENDLY?** Certified by the Soil Association. Donates three per cent of pre-tax profits to campaigns that address humanitarian issues or work to improve and protect ecological balance.

**STAR PRODUCT:** Macadamia & Rose Dry Skin Cream, £17.95 nourishes dry, mature, sun-damaged skin.

**AVAILABLE:** [www.victoriahealth.com](http://www.victoriahealth.com).

