

ELLE FEATURE HEALTH

SKIN SMARTS

A new movement in the cosmetics industry says the products you put on your face and hair should be good enough to eat. Renée Rechebächer takes a closer look.

In their quest to be beautiful, women have done the strangest things — from the nightingale poop that Japanese *geisha* used to whiten their complexions to the breast-enlarging silicone implants that women today are inserting into their chest cavities. In short, beauty and pain (or at least a certain amount of effort), have always gone hand in hand. After all, the only things distinguishing an attractive woman from a plain one come in the form of a little face paint and hairspray. But what if these cosmetic products that make you look beautiful are actually “poisoning” you?

That is what Horst Rechebächer, the Austrian-born founder of Aveda and new skincare company Intelligent Nutrients believes. He says, “Who would guess that the things that are making us beautiful could be toxic?” A former hairstylist, Rechebächer sold the Aveda brand to the Estée Lauder group of



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SENSITIVE ISSUE
Makeup artist Larry Yeo loves the beautiful formulations of these products.

companies 13 years ago, and recently started Intelligent Nutrients, his own certified organic, non-toxic, plant-based company. In a market overcrowded with so-called organic and natural products, with no governing body to conclusively verify their claims, Intelligent Nutrients stands out for one eyebrow-raising claim. Everything in its line — from the lip balm to the multi-function aromatic oils — is derived from natural ingredients that can literally be eaten!

“Don’t put anything on your skin that you wouldn’t put into your mouth,” says Rechebächer. He proves it to us by spraying some Aromatics into a glass of water and drinking it. He admits while it may not be everyone’s cup of tea, so to speak, it tastes decent enough, and unlike a majority of the skincare out there, it won’t cause you any harm, if consumed.

Rechebächer sees his company not as business-for-profit, but as a form of social activism, hinting that he will make little money out of such a high-cost venture. He admits rather candidly, “It is

The Sloane Clinic Skin Inc BB Cream, \$47.

