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Green Wishing

By [Kezia](#) · June 24, 2008 ·



The more I learn about the chemicals in conventional cosmetics, the less I want to use them. No problem – I can just “go green,” right? I wish it were that easy.

Greenwashing is rampant in the beauty industry. TerraChoice, an environmental marketing firm, defines [greenwashing](#) as “the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service.”

A few weeks ago I wrote about the [virtual lack of regulation in the beauty industry](#). The federal standards for “organic” or “natural” personal care products aren’t much better.

Progress before perfection

With all this [green noise](#), it’s easy to get frustrated and cynical. My hope is that we’re headed in the right direction and that it will become easier for us to make positive, informed choices.

Green products from across the pond

UK-based skincare line Sophyto seems like the real deal to me — I’m dying to try it. The products, formulated with help from green chemists, average 95% organic ingredients and are designed to bring easily absorbable antioxidants, enzymes and minerals to the skin. And they do all this without essential oils or essential oil components, which can be incredibly sensitizing. Check out [Sophyto](#) on Saffron Rouge.

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Discussion

7 comments for “Green Wishing”

1. Thanks! 95% is one of the best that I’ve read about. Of course with ‘greenwashing’ in full swing all over the world it makes it hard cutting through the noise.

Posted by [Imelda Matt](#) / [June 24, 2008, 3:59 am](#)

2. burt’s bees often has that amount as well. it is a lot like buying organic and natural food products though, just look at the ingredients. if the list is short and the words are recognizable, it goes in my cart.

Posted by [Emily](#) / [June 24, 2008, 5:18 am](#)

3. Couldn’t agree more - who wants to put a load of chemicals on their skin everyday? Personally I am a fan of Weleda products for skincare - they’re all biodynamic and smell awesome.

Loving your blog, by the way!

Posted by [Anastasia](#) / [June 24, 2008, 6:05 am](#)

4. Thank you so much for this post. I will try to find Sophyto when I go overseas this fall!

Posted by [Kayla](#) / [June 24, 2008, 7:57 am](#)

5. I'll be in london in july, I hope i can find this to try it

Posted by [Mer](#) / [June 24, 2008, 9:40 am](#)

6. Great post! I've been trying to find less chemically harsh things to wash my face with.

Posted by [Austere](#) / [June 24, 2008, 10:33 am](#)

7. Aubrey Organics are probably one of the best on the market and available at whole foods or on their web site <http://www.aubrey-organics.com>. Their products are 100% natural and vegan. They don't use any chemicals.

Posted by [beth](#) / [June 24, 2008, 10:41 am](#)

8. This line is available in the US from their website and quite a few dermatologists; <http://www.SophytoOrganics.com>. My Derm recommended the products to me back in Feb and I've been using them since. I never thought an organic product would have the same results as a traditional professional product my Derm would normally recommend, but in all fairness - I have noticed a remarkable improvement in my skin. Huge fan of The Coveted.

Your comment is awaiting moderation.

Posted by [Natasha](#) / [June 24, 2008, 3:19 pm](#)