

CAN'T STOP AT ONE CANDY BAR? Why cravings may have nothing to do with willpower

SHAPE

SHAPE
YOUR
LIFE

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40
POUNDS!"**
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CAN TOO
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EVEN
MORE
CALORIES**

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workout for
busy women**

*** Look
5 years
younger**

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HOW GREEN IS YOUR BEAUTY ROUTINE?

When it comes to makeup, skin care, and hair care, it's easier to be eco-friendly than you think. We consulted the pros and came up with these simple ideas for doing yourself *and* the planet good, without compromising your looks.

BY GENEVIEVE MONSMA PHOTOGRAPHY BY NICOLAI GIBSON

You've read the reports: The glaciers are melting, the temperature is rising, and the landfills are overflowing. And it's not like you can dodge your worries in the beauty aisles either. With more and more foot being labeled organic or natural, new hype about toxic ingredients, and all that plastic packaging, even the most eco-savvy consumer is likely to be thoroughly perplexed. But navigating the world of cosmetics and staying committed to helping the planet doesn't have to be anxiety-provoking. These expert suggestions and fabulous earth-friendly finds will help you feel like a naturally gorgeous woman in no time.



Aubrey Organics Camomile Luxurious Volumizing Shampoo

CTonics Essential Organic-Cleansing Treatment for Hair & Scalp in Passion

Josie Maran Plumping Lip Gloss in Strength and Lip Pencil in Peach

Burt's Bees Extra Energizing Citrus & Ginger Root Body Bars

Origins Organics Conditioning Hair Oil

know what "natural" really means Many companies lay claim to the word on their labels—even if the products contain some synthetic ingredients—because there's no standard definition of the term, says Michael Herndon, a spokesman for the FDA, which regulates the cosmetics industry. So what's a girl who wants a truly botanical experience to do? Look for the Burt's Bill Natural Standard seal, born from an initiative developed by the all-natural beauty company Burt's Bees. Products with this label meet an agreed-upon definition of natural (as determined by Burt's Bees and the Natural Products Association, a group of more than 10,000 like-minded natural-care companies): At least 95 percent of the products' ingredients must be renewable, meaning once they're picked, they can easily be grown again. In addition, they can't contain any synthetics suspected to have potential health risks. To find a complete list of items—like Burt's Bees Body Bars (\$4; burtsbees.com)—bearing the Burt's Bill Natural Standard label, log on to burtsbees.com.

realize not everything is wholly organic The USDA allows the designation "100 percent organic" only for products that are purely organic, meaning their ingredients are grown without pesticides or synthetic fertilizers. Keep in mind that products identified as simply "organic" have at least 95 percent organically produced ingredients, while those that contain at least 70 percent organic ingredients may use the phrase "made with organic ingredients" on their labels, says Joan Schaffer, a spokeswoman for the USDA. Even items that don't meet any of these standards may call out individual ingredients. They could say "contains organic lavender," which means lavender is the only organic component of the product. **A few picks rich in organic ingredients:** **Aura Caela Lavender Oil** (\$13; auracacia.com) is 100 percent organic and can be used to create a relaxing bath; **Origins Organics Conditioning Hair Oil** (\$23; origins.com) is 98 percent certified organic; **CTonics Essential Organic-Cleansing Treatment for Hair & Scalp in Passion** (\$25; ctonics.com) contains organic botanical roots; **Josie Maran Plumping Lip Gloss in Strength** (\$18) and **Lip Pencil in Peach** (\$16); both at josiemarancosmetics.com) are infused with organic argan oil; and **Aubrey Organics Camomile Luxurious Volumizing Shampoo** (\$10; aubrey-organics.com) is made with organic aloe vera.

consider biodynamic options Sure you've heard about products that are all-natural or organic, but what is the term *biodynamic* all about? Sometimes referred to as organic-plus, the biodynamic method goes one step further than chemical-free organic

HAIR: LAURA DUDLEY FOR JET; MAKEUP: GABRIELLA DI COTRACCI FOR GABBY; STYLING: JON LINDENFELD; HAIR: JEFFREY MATHIAS FOR L'ORÉAL PARIS; MAKEUP: JESSICA WOOD FOR L'ORÉAL PARIS; STYLING: JON LINDENFELD; HAIR: JEFFREY MATHIAS FOR L'ORÉAL PARIS; MAKEUP: JESSICA WOOD FOR L'ORÉAL PARIS; STYLING: JON LINDENFELD