

# natural radiance

Solutions for healthy good looks



## Intelligent Beauty

A STRIKING MOVEMENT REVEALS THE  
IMPORTANCE OF **SELF-CARE** IN YOUR  
COSMETICS ROUTINE AND BEYOND.

BY MICHAEL A. MILLER



**T**hey say war isn't pretty—but the green beauty mavens opposing the conventional cosmetics bad buys just got a whole lot prettier. Global fitness expert Tracy Anderson joined Ecco Bella founder Sally Malanga to show the world that the layers of true beauty go far deeper than primer, foundation, concealer, and blush.

It's not just through her energetic, original technique for molding sought-after bodies that Anderson takes charge of beauty; whether eating mindfully or detoxifying her cosmetics routine—or coaching Jennifer Aniston to do the same—Anderson embraces a natural, holistic lifestyle. “It's more of a life stance,” she corrected, noting that true beauty doesn't sweep in and out like a Hollywood fad. Instead, she obsesses over caring for her whole self and creating balance in all facets of well-being.

Unfortunately, society all too often sees beauty as more style than stance. It presses women to bend head over high heels to emulate celebrities and fashion moguls until they're unrecognizable beneath layers of artificial makeup and Photoshop trickery. But for Anderson, wishing to look like someone else is not so beautiful at all. “We're so denatured with filters, airbrushing, and lighting, and entertainment and celebrity culture that when we look in the mirror, we're like, ‘oh, my god, what does that look like?’” said Anderson. “Well, that looks like a human being, and that's beautiful, but we're losing it.”

The products that women are pushed towards often have deplorable constituents. Expect to find carcinogens like coal tar dyes and formaldehyde, endocrine-disrupting parabens and phthalates, and the mysterious

“fragrance”—a cocktail of chemicals that may not be broken out on the product label. “They're not making us more beautiful. They're making us more toxic; they're making us age more; they're making us denatured,” said Anderson. Worse, many women are misled into buying toxic products they thought were safe, as terms like *organic*, *green*, and *eco* have no legal definition or labelling regulations.

But true beauty isn't found at the end of Facebook makeup tutorials or won from repressing the natural process of aging with toxic agents; rather, it is inherent in our high standards for natural alternatives that balance our bodies and respect the world.

Green beauty brands like Ecco Bella are defining these alternative standards. Malanga gingerly plucks her ingredients from nature's bounty. From tomatoes, it's lycopene. From marigolds, it's lutein. From sea algae, it's astaxanthin. These colorful nutrients are some of the most powerful antioxidants and anti-inflammatories. Taking no shortcuts in the name of beauty, she painstakingly developed simple powerhouse formulas like VitaminCells—microscopic lysosomes adept at preserving unstable nutraceuticals.

To be sure, Malanga's relationship with nature is not one-sided. She takes only what she needs, and works to replenish the rest by sourcing food-based ingredients from ethical organic farmers and carefully considering waste products. She abhors animal testing and goes a step further by avoiding slaughterhouse ingredients such as collagen, stearic acid, and tallow.

Anderson instantly fell in love with Ecco Bella products because they give women permission to express their femininity without fear of poisonous repercussions. Using organic cosmetics is a testament to your health and to the planet; it is one way to advocate for your natural beauty in this complex

## FEDERAL FAIL

Everything that makes it onto store shelves is tested for safety by government watchdogs, right? Wait, it isn't? Shockingly, the Food and Drug Administration (FDA) is effectively powerless against cosmetics companies. Under the Federal Food, Drug and Cosmetics Act of 1938, the FDA is not allowed to require safety testing of cosmetics or their ingredients, review products before public sale, or recall products that have been proven dangerous (it's voluntary). The agency that does review ingredients is the Cosmetic Ingredient Review (CIR), which is funded by the cosmetic industry's own trade association. They've only reviewed 20 percent of the FDA's estimated 12,500 cosmetic ingredients because—you guessed it—compliance with the CIR is voluntary, too.





## TAG-TEAM TIPS

Malanga and Anderson team up for a crash course on how they live the intelligent beauty philosophy every day.

### REHYDRATE AND RECHARGE

"Your cells need moisture to communicate with each other and do their jobs. Because the skin is an elimination organ, it's busy all day as a backup to the kidneys and intestines so it really needs constant hydration," said Malanga. "Since the skin is [also] your body's largest organ, it requires proper nutrition. For that, we created VitaminCells."

### EAT WITH INTENTION

"I love to choose one meal a day that's an emotional meal where you connect to friends, loved ones, and just enjoy the experience...have normal portions but not really any restrictions on yourself," said Anderson. For her other meals, she relishes fish, lean veggies, some organic chicken, and kale, kale, kale. "You can't eat enough variances on kale."

### MOVE WITH CONVICTION

Have a strategic, focused fitness program to create balance in your body, and include aerobic activity, where you can groove to music and connect with your body.



Anderson suggests carving out 30 to 60 minutes for exercise six to seven days per week and "showing up for that each day like you brush your teeth."

world of chemicals and fear-based advertising. Plus, "the skincare is absolutely life-changing. It gives you this beautiful healthy sheen," she said.

She jumped at the chance to collaborate with Malanga. The pair agreed that beauty must be stripped of its superficiality, and Anderson became the face of Ecco Bella's Discover Intelligent Beauty Movement—to inspire and educate women about beauty that blossoms from clean cosmetics and wholesome life choices.

To redefine beauty, Malanga posed a basic question: What makes you feel good? "It's when you go out in nature," she said. Beauty lives in the fall colors, in the grass between your toes, in the songbird's melody—it's what creates a sense of awe. That deep respect for nature and the realization that we can't beautify ourselves at the expense of our planet were the driving force behind Malanga's commitment to organic, effective skincare. However, there's more to intelligent beauty than a detoxified top coat. Like Malanga says, "You need a healthy base—and you get that through eating a cruelty-free diet."

There's always a controversial study making headlines or a dietitian upsetting the status quo of what we know to be healthful, but there are some universal truths to eating for beauty. For example, you probably

don't need that study or dietitian to help you choose organic dark chocolate over M&Ms. "I'm not saying everybody has to become a raw foodist," declared Anderson, but even meat eaters can serve a little compassion on their plates.

Of course, no beauty movement is complete without fitness. Exercise tones muscle, burns fat, and brightens your complexion. Once you get your move on, blood flow increases and oxygen and other nutrients are given to skin cells in need. And while taking the stairs is a motivational boost, Anderson says it's not enough. Instead she suggests carving out 30 to 60 minutes for exercise six to seven days per week and "showing up for that each day like you brush your teeth."

Anderson and Malanga are fighting tooth and lacquered nail against a notoriously dirty beauty industry to help us connect with nature and show up for our whole selves. Women and their femininity have been celebrated and decorated for centuries, and if you want to get a little artsy with your skin, go for it. Just be sure you're celebrating your own unique beauty from a stance of compassion, knowledge, and respect for yourself. We will be watching this dynamic duo ardently and hope you, too, will join us in their rally cry. **AS**

## TRACY'S TEN TIPS FOR SUCCESS THIS YEAR

We tend to place a lot of pressure on ourselves to embrace change and improve around the new year—and then kick ourselves when we falter in mid-February.

Adhere to Anderson's advice for inspiration when your resolution could use a shot in the arm.

- 1 Map out the imbalances in your life.
- 2 Identify the places that you consistently fall short.
- 3 Slow down and see if your weaknesses are things you consider to be weaknesses or if they are other people's opinions of where you are weak.
- 4 You can only grow where you are motivated to nurture your growth.
- 5 Once you commit to a resolution, think about what commitment means to you.
- 6 Have a healthy internal conversation to decide if breaking your resolution in the moment is going to mean the pattern is broken or just the moment.
- 7 People may try and pressure you out of your resolution. This is a good time to see which people in your life respect you.
- 8 Don't take a quick fix approach to making a resolution because quick fixes never work.
- 9 Be proud of yourself for your power to grow and control the things that are meaningful to you.
- 10 Shift your resolution mindset to open new opportunities instead of focusing on omitting something.

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