Secrets From the BEAUTY CLOSET
WD’s editors spill their latest time- and money-saving tricks.

Green Your Beauty Routine
Tara Foley, founder of beauty boutique Follain, shares her tips to make your regimen more eco-friendly.

1. ID EMBLEMS
These symbols on packaging indicate greener shopping choices.
- USDA ORGANIC: Products must contain at least 95% organic ingredients.
- FSC CERTIFICATION: Paper packaging marked with this logo is from responsibly managed forests.
- MADE SAFE: Certifies that products are manufactured with nontoxic ingredients.

2. RECYCLE EMPTIES
Check packaging for recycling symbols, rinse any excess, and separate components like caps. Visit terracycle.com for more info.

3. BUY BRANDS THAT GIVE BACK
Some of our favorites:
- Love Beauty and Planet Murumuru Butter & Rose Bar Soap, $5, Target
- Through a partnership with reforestation nonprofit American Forests Global ReLeaf, Origins has planted more than 820,000 trees and counting. WD LOVES: Origins Blooming Sheer Lip Balm in Fuchsia Fields, $20, origins.com
- Seed Phytonutrients skin and hair products come in bottles made from 100% postconsumer recycled paper (with a packet of seeds inside). WD LOVES: Seed Phytonutrients Daily Hair Cleanser, $24, seedphytonutrients.com
- Seed Phytonutrients

Brighten Up!
Blush is one of the best ways to instantly wake up your face. The trick to a natural-looking flush: Find the shade that flatters your skin tone best; then dust it on lightly.

FAIR SKIN: LIGHT PINK
A soft rosy shade, like Maybelline New York Fit Me Blush in Pink ($6, drugstores), adds subtle warmth that won’t look muddy.

MEDIUM SKIN: PEACH
An apricot color, such as CoverGirl Peach Punch Blush ($7, drugstores), offsets any yellowness while boosting radiance.

DARK SKIN: BERRY
A vibrant raspberry hue, like Motives for LaLa Mineral Blush in Centerfold ($20, motivescosmetics.com), pops against and perks up a rich skin tone.

The affordable line Love Beauty and Planet contains ethically sourced ingredients, fast-rinse technology to save water, and 100% recyclable packaging.

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