

TRUE BEAUTY

I'm so excited to share my favorite new products this month!

by Sharon McRae

1 Oatmeal Body Care

First, a body care product: Every once in a while, I find myself with itchy red patches, usually on the backs of my hands. This type of dermatitis tends to be a problem in the colder months, and many years ago, I did use topical steroids. These days, I prefer to use a more natural approach to treat these types of issues, whenever possible. I'm overjoyed to have found what is nothing short of a miracle product for me, and it's also helping my husband with a similar issue on the palms of his hands, between his fingers. (Note: We haven't changed our hand soap, laundry, or dishwashing detergents, so no idea what causes this.)

I've read that colloidal oatmeal is supposed to be very soothing and healing for dermatitis, so I searched for a product that included this ingredient. Almost everything I found contained beeswax or other animal-derived ingredients. But then I came across a new product from **Babo Botanicals**, **Sensitive Skin Fragrance Free Daily Hydra Therapy Lotion**, which is gluten-, soy-, and dairy-free, and specifically formulated with ingredients like oat kernel flour, shea butter, chamomile, and calendula to help relieve, soothe, and moisturize dry, sensitive, or eczema-prone skin. It's unscented and is absorbed quickly, with no greasy residual feel.



Although the company is not entirely vegan, this lotion is, and I'm so glad I tried it! It's nothing short of miraculous how quickly this relieved the itchiness and hydrated my skin. My husband tested a little on a small itchy patch between his fingers, and with just two applications, he could see a marked improvement! We plan to keep this around at all times.

https://www.babobotanicals.com/products/sensitive-skin-fragrance-free-hydra-therapy-lotion?_pos=1&_sid=743b6502b&_ss=r

2 Plant-Based Fragrances

Next, I used to love wearing fragrance, but once I learned about all of the endocrine disruptors and animal-derived products in the ingredients, I pretty much gave it up and started occasionally mixing and wearing my own combinations of diluted essential oils. The problem was that they weren't very long-wearing. So, I was thrilled to learn about **Heretic Parfums** while shopping at Credo Beauty this summer in NYC! These fragrances are derived from vegan, all-natural ingredients, which are whole plants and plant extracts. And the scents are incredibly unique and alluring, as well as long-wearing.



I had the opportunity to try a sample pack, and my favorites so far are the Jasmine Smoke (floral, incense, leathery), Dirty Ginger (spicy, earthy, citrusy), and my very favorite, Blood Cedar (bright, woody, earthy). When I put this one on, it smelled nothing like I expected it to, based on the description of the notes. Instead, it was very reminiscent of the musk-based fragrances I used to wear, which I always loved and was sad to find out were derived from animal products and synthetics. I'm so happy to find a clean substitute! Heretic Parfums is completely transparent with regard to ingredients, providing a full listing of each perfume on their website. That gives me so much peace of mind about wearing them! What I love the most about them is how subtly the fragrances unfold....

You can literally smell all of the notes over time, and the lingering scents after a few hours are lovely. There is a scent for every profile, from floral to fruity to earthy/woody, and they are clearly meant to be unisex fragrances as well. The only problem I have with the Heretic Perfumes is that I like too many of them! It's hard to choose a favorite. But I can live with that, and it's wonderful to be able to have perfume in my life again. Heretic has generously offered a discount code for **VEG-WORLD** readers: Use code **truebeauty** at checkout from November 1st through December 31st and receive 15% off of your purchase!

<https://www.hereticparfum.com/eau-de-parfum-shop/>

3 Go-To Lipstick Crayon

Lastly, I want to share my new favorite lip color product. **Inika Organic** has introduced the perfect marriage between a lip liner and a matte lipstick with their new **Lipstick Crayons**.

<https://www.inikaorganic.com/us/lipstick-crayon>

The formula is surprisingly creamy and moisturizing, and I love how lightweight they feel on my lips! I used to prefer thick, gooey glosses, but these days, I enjoy matte colors and a lighter texture. Many matte lip colors can be drying, but Inika managed to create a formula that actually improves the condition of my lips, which is so important in drying, colder temperatures. The shades are all incredibly wearable, from nudes to pinks to red and plum. My favorite go-to shades are Rose Nude, Rose Petal, and Deep Plum (for evening). I carry these with me everywhere! The only downside is that I also have to remember to bring along a sharpener, but Inika has a very nice one that I keep in my bag. If you're a fan of matte lipsticks, these Lipstick Crayons are likely to become your new favorites, too!



ABOUT THE AUTHOR

Sharon McRae is a wife and mother of three teens as well as a certified health coach and PCRM Food for Life instructor, residing in Columbia, MD. She has been adopting and applying principles of health and nutrition in her own life for more than three decades. She became a health coach to fulfill her passion of helping others take control of their health by making better lifestyle choices and adapting a whole-foods, plant-based vegan diet.