



bridal beauty

# Naturally Beautiful

With the plethora of beauty items on the market, you may be overwhelmed by all of the choices. In this issue, we found products that not only do the job, but do it naturally.

Some of the most common natural ingredients you'll see on a product's label are vitamin E and jojoba. Ada Polla, president and CEO of Alchimie Forever, explained the reasons for these ingredients' popularity by using Alchimie Forever's Kantic Lights Off Calming Evening Cream (1) as an example. "Vitamin E is an oil-soluble vitamin – that means it likes fat," explained Polla. "The membranes of our cells are fatty, so vitamin E targets these cells [to supply] antioxidants."

As for jojoba, which is actually a seed ("We use the pressed seed's oil," said Polla), it works with vitamin E to regulate the oil in our skin. "This oil is beautiful for the skin – it is both nourishing and won't make you shine or clog pores."

