



 **Trend Report**

Doin' what comes naturally

BY JANET BENNETT KELLY

The list of ingredients in a new batch of skin-care products resembles an inventory of a health foods store circa 1968. Think safflower oil, cocoa beans, alfalfa, papaya and eucalyptus. Customers spooked by food scares sent sales of natural (without potentially harmful preservatives, including parabens) skin-care potions up by 18 percent in 2011, according to beauty analyst Karen Grant at market research firm NPD Group. Consumers want products to work, but safety is even more important, Grant says. It's all part of today's "live healthy, live green" message. Here are some we tested.

3 Alchimie Forever recently relaunched its Superpulse rejuvenating eye balm, removing parabens. Jojoba, cocoa butter, blueberries, alfalfa and grape seeds moisturize and tighten the delicate skin around your peepers. 0.5 ounces, \$69 at www.alchimieforever.com.

