

The organic way to a beautiful you.

Intro

We all know that as the years roll on by, so do the trends in the way we do our makeup and hair. From the [roaring twenties](#) when dark lined eyes and bright red lips were all the rage to [poodle perms](#) of the eighties, where the bolder you were with your beauty regime, the better the result you ended up with.

Today, however, the beauty spectrum is broader than ever before and there are a variety of options out there for women to choose from when looking to attain their most sought after look. This is to fit in with the ever increasing standards of what is classed as beauty in modern society.

But, there must be a way of attaining 'beauty' in a more natural, healthy, and organic way?

The 'falsie' effect

While many ladies opt for the aforementioned beauty options to achieve that 'perfect' look, they rarely consider the long-term effects of their choices. In an attempt to look like the tanned underwear models who walk the Victoria's Secret Show each year, the large proportion of us ladies queue up for the UV coffins. Admittedly, we do not get enough sun here in the UK, but is that skin glow [really worth it](#)? If you really love chancing the possibility of turning a severe shade of blood orange, choose to have a spray tan instead. This is still hardly a healthy alternative for your skin due to the mass blockages of pores it causes. But wait, it is not all doom and gloom, Valenti is just one of many natural tanning oils which will create a golden glow using organically grown extra virgin coconut oil and vitamin E to moisturize and soften skin, the organic way.

Hair is another issue. For example, going from curly to straight or vice versa every day whilst looking to maintain that look that is the opposite to your natural one can do damage that sometimes cannot be reversed. At the bare minimum, you will be spending lots of money on high-quality salon serums and treatments to deal with the dry and lifeless hair to conquer those numerous split ends, so there will come a time whereby you ask yourself is it worth it anymore?

However, to those who feel more comfortable with the end result that tongs can create (forgoing the negatives), a solution, is to devise a homemade hair mask using olive or coconut oil, which can be just as good, if not better, than the professional serums.



Why should you incorporate organic products into your day to day beauty regime

Apart from the fact that it will be much better for your skin in the long-term, it can also have positive effects on the world we live in. Consider the amount of synthetic beauty products that are flushed down our drains and out into the environment daily, and imagine how much better it would be if they were organic. Companies that produce organic care products tend to obtain materials in a sustainable way, so buying those items would not only benefit your skin but your conscience, too.

These sustainably sourced, high-quality products are more natural and kinder to your skin and hair. It is important to avoid harmful ingredients and chemicals such as [SLS](#), [parabens](#), and [formaldehyde](#). For those of us who do not have chemistry degrees, more often than not there are various [certifications](#) and labels on the packaging that could be a good indicator of how the product was made and by using what.

Coconut oil is the equivalent of gold dust for anybody wanting to venture into the world of organic beauty and it has been trending worldwide for quite some time as a superfood. However, it is also great for your skin and hair. Tea tree oil has been known for its antibacterial qualities and used to fight blemishes for centuries. Why not take a hot bath and let the steam open up your pores so your [homemade face mask](#) is more effective? Finish off with an all body coffee or milled oats scrub and go to bed feeling like a natural goddess!

Understanding the consequences of mainstream beauty products

Although organic beauty products have numerous benefits, they are not as widespread as the mainstream big brand merchandise which has much higher marketing budgets, flashier packaging, and international branding. The popular cosmetic products are never going to go away and women will always venture after them, however, it is important to become accustomed to the effects of using certain products on your skin and hair.

Most women enjoy dyeing their hair. For some it is merely to conceal their greys, for others, it's a way of expressing themselves, whilst most find it is a quick fix to evolving their identity without committing to something more permanent. Bold colour changes always feel like a fresh start. And while it is very exciting waiting those long 25 minutes for the pigment to do its magic, many could be left disappointed. There are a few [considerations](#) you need to take into account to make your fresh start a success and this could be aided with the help of henna rather than leading salon brands.

Just a tip, olive oil harnesses the DTH hormone which is responsible for the shrinkage of hair follicle shafts. This reduces the damage caused by over usage of chemical based hair care and will strengthen the hair from root to tip. This may be worth trying before applying excess heat or after using hair dye.

Overall

The benefits of organic care products for skin, hair and environment are undeniable, yet many will still prefer to buy well-known cosmetics with questionable benefits and go for harsh treatments to achieve that "perfect" look. It might be a quick and easy fix, but think about the long run. If you are kind to your skin and hair now they will surely be kind to you in the years to come.