

VOGUE

This week, to commemorate Earth Day on April 22, Vogue.com celebrates some of the best in good-for-the-planet beauty—proving that greening your routine no longer means settling for less.



Farmaesthetics Rainwater Bath & Beauty Bars

The days of choosing between responsibly made, nontoxic beauty products and luxurious, effective formulas are officially behind us. In the past few years, dozens of chic, smartly packaged natural skin-care lines have sprung up around the globe, meaning the only real dilemma these days is: Which one are you going to pick?

Case in point: Farmaesthetics' collection of handmade organic soaps, which exemplify the Rhode Island-based brand's earth-friendly ethos. Created in small batches, using in-season herbs and flowers—chamomile, calendula, rose, and field lavender among them—the real secret to their gentle cleansing power is purified snow and rainwater. Collected by the company's soapmakers, the sustainable ingredients create a soft, fine lather and are blended with aloe vera, olive oil, coconut oil, and organically grown herbs that leave the skin's natural oils intact.

According to company founder **Brenda Brock**, who grew up in a farming family in Texas and can quickly cite the source of any given ingredient in her line, "We stay true to a traditional American, rural approach to formulating." Or, to put it another way, "Products do not grow on shelves." Spoken like a true farm-to-shower pioneer.

**Eco-Friendly Beauty Pick of the Day:
Farmaesthetics' Handmade Organic Soaps
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