

Keep the earth and yourself beautiful at the same time with goods that embrace sustainable sourcing, which is basically agriculture with three goals: environmental health, profitability, and social and economic equity. Increasingly, cosmetics companies are paying attention to native peoples and their communities. Herbalist David Hircock, special adviser to Aveda, describes his job as "watchdog for the people as well as for Aveda." Thus, the company partners with the indigenous Mardu of Western

Australia, who harvest sandalwood. French beauty manufacturer Le Couvent des Minimes produces its new Honey & Shea line as the result of deals with small-scale Provençal beekeepers, enabling the latter to compete with factory farmers. British company Lush gets seaweed from a Hebridean island, sustaining the population after the collapse of the local fishing industry. And Colorado-based Inara gets babassu coconut from a women's cooperative in Maranhão, Brazil.

—Maura Henninger

Photograph by Jens Mortensen

