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*Feel as good as you look
by bringing simple mindfulness
techniques into
your beauty routine.*

by A.J. Hanley

MORE THAN SKIN

Your morning shower rarely sparks joy, your vanity is piled high with products you can't recall buying, and you've become adept at applying mascara in your car's rearview mirror. If this describes you, you're missing out on a host of feel-good benefits. Mindful beauty—a slow, intentional approach to daily rituals—takes the concept of self-care a step further by incorporating mindful gestures and breathing techniques. “Taking the time to make yourself a priority through beauty rituals is critical—no less important than exercising or eating right,” says Simon Marxer, director of spa and wellbeing at Miraval Group.

If social media is any indication (the hashtag #mindfulbeauty appears nearly 36,000 times on Instagram), the movement is resonating with our stressed-out society. To help customers unwind, some salons are adding immersive

DEEP



a week. Whatever you do, keep distractions to a minimum and set the mood by lighting a scented candle or playing soothing music.

FOLLOW YOUR NOSE

Surround yourself with aromas you love. Scent is a powerful ally in helping you stay present, Marxer says. “Plus, it affords you an opportunity to breathe, which is critical to your mindfulness practice and sense of well-being.”

SHOP SMART

Whether you’re passionate about ethical sourcing, cruelty-free formulas or organic ingredients, there’s a host of companies that align with your values. Do your research and get to know the people and philosophies behind your favorite products.

BEFRIEND THE MIRROR

Mindfulness calls for an accepting, curious and nonjudgmental attitude. Instead of zeroing in on your “flaws,” look for things to admire, like your straight teeth.

experiences. At Namaste Nail Sanctuary’s nine locations in the U.S., pedicure chairs are equipped with the Deepak Chopra Dream Master meditation machines. GreenHouse Holistic Salon in LaCross, Wisconsin, takes a healing approach to hair care with aromatherapy head and neck massages and nontoxic products.

The appeal is real: “When you’re at peace, your breathing is deeper and more rhythmic,” which has been linked to reduced stress and inflammation, better immune function and even a slowing down of the aging process, says dermatologist Debbie Palmer, DO, author of *Mindful Beauty: Holistic Habits to Feel and Look Your Best*. “These changes are not only reflected in your state of mind, but also in the way your skin looks.”

Feeling calmer can translate to healthier behaviors, such as eating and sleeping better. It may even affect how you shop. Embracing mindfulness means giving more thought to your beauty staples, Marxer says. You might find yourself opting for products without synthetic ingredients, or choosing items that are better for the environment.

Finally, mindfulness can make you happier, according to a 2010

Harvard study. And that, too, has a payoff for your appearance. “When you’re happy, you smile more, which results in inner and outer radiance,” Palmer says.

Ready to give your beauty routine a mindful makeover?

Here are some simple ways to start:

SLOW YOUR ROLL

Take your time as you apply your cleansers, toners and serums, and pay attention to the textures

and sensations. In the shower, feel the warm water as it hits your skin and notice the pressure of your fingertips as you massage shampoo into your scalp.

TAKE TIME-OUTS

Schedule a few regular beauty rituals that nourish you, such as a long soak in the tub or a 10-minute facial mask that you apply once

Gratitude can improve your sense of self-worth and compassion for yourself and others, Marxer says: “What you focus on determines where you’ll end up in the day.”

A.J. Hanley is a New York-based freelance writer, certified yoga instructor and co-owner of The Humane Company, a line of nontoxic skincare products.

Get ready to glow — inside and out.

FEEL-GOOD BEAUTY FINDS

From clean and cruelty-free ingredients to repurposed packaging, these products will make you feel fab inside and out.

Twice as Nice A two-fer is always a good look, and the versatile **Mad Hippie Cheek & Lip Tint** doesn’t disappoint, teaming buildable color with soothing hydration and antioxidant protection. Clean, cruelty-free ingredients complement the eco-friendly glass and bamboo packaging. **(\$22; madhippie.com)**

Safe Suds Famous for her amazing mane, Boy Meets World actress Danielle Fishel formulated her **Be Free Shampoo** without questionable ingredients. In their place: all-natural hair helpers, such as argan oil and chamomile, along with some more surprising additions like hops and garlic. **(\$19; befreebydaniellefishel.com)**

Screen Saver Don’t leave home without **Setz Sunscreen Mineral Powder**. The single-use blotters come pre-loaded with SPF 30 to absorb excess oil while delivering broad-spectrum sun protection. The packaging is recyclable, and manufacturing scraps are donated to create playground flooring for kids. **(\$6 for 8; walmart.com)**



Slough Love Exfoliating botanical extracts and AHAs in **Elina Organics Fruit Peel** work together to dissolve complexion-dulling dead cells and brighten skin while you sleep. When the serum is gone, send the glass bottle back to the company so it can be sanitized and reused. **(\$52; elinaorganicskincare.com)**

Clean Sweep There’s no excuse to sleep in your makeup. Infused with organic aloe, green tea and cucumber, **C’est Moi Gentle Makeup Remover Cleansing Wipes** are biodegradable, making them as kind to the environment as they are to your complexion. **(\$10; amazon.com)**

Eye Do Multifunctional **Anda Vital Eye Crème**—it moonlights as an under-eye mask and overnight treatment—boasts nutrient-rich emollients and botanicals to combat aging skin. Bonus: Your purchase supports WeForest, an organization dedicated to reforestation projects around the globe. **(\$90; anda.skincare.com.)**



Glo-Getter Self-care Sundays just got a new highlight: **27 Rosiers Ready Selfie Go Fresh Face Instant Mask**. This vibrant green treatment harnesses the healing power of plants to hydrate and support skin while restoring radiance. **(\$48; credobeauty.com)**

Hot Stuff Score a frizz-free blow-dry with **Kevin.Murphy Ever.Smooth Heat-Activated Style Extender** Cruelty-free and sustainably sourced, the lightweight spray is also packaged in 100% reclaimed Ocean Waste Plastic. **(\$34; kevinmurphy.com.au)**

Back to Nature Inspired by the great outdoors? So is **PHLUR Sandara Eau de Parfum**. With notes of violet leaves, sandalwood and oak moss, the earthy, gender-neutral fragrance evokes a walk through the Redwood Forest. **(\$96; sephora.com)**



RINSE, REPEAT AND REMEMBER TO BREATHE.

