



Hello, BEAUTY!

RADIANT SKIN, CLEANER COSMETICS

PLANT-BASED
BEAUTY OILS

DIY LIP SCRUB

COUPONS
INSIDE

PAMPER YOUR SKIN WITH PURE PLANT OILS

When it comes to effective moisturizing, go straight to the source! Plant-based oils help replenish and lock in moisture. Bonus: They're similar to your skin's natural oils and can actually help balance oily skin.



BEAUTY FROM WITHIN

Did you know that omega-3 fatty acids support healthy skin? Since our bodies don't produce them, we have to get omega-3s through food or a high-quality fish oil or flaxseed supplement.

PLANT OIL	WHAT IT DOES	HOW TO USE IT	WHERE TO FIND IT
ARGAN OIL	Replenishes moisture; helps diminish the look of fine lines	Versatile enough for face, nails and hair	Acure Seriously Firming Facial Serum
APRICOT KERNEL OIL	Absorbs quickly to restore moisture	Very lightweight; add to bath or apply directly to skin after shower	Dr. Hauschka Clarifying Day Oil
BAOBAB OIL	Moisturizes without clogging pores	Use as a massage oil, facial serum or hair treatment	Aura Cacia Organic Nighttime Baobab Facial Oil Serum
COCONUT OIL	Softens skin and helps retain moisture	Apply to dry hands and feet, or use as a facial cleanser	EO Organic Body Serum No 01 Revitalizing
JOJOBA OIL	Soothes, moisturizes and balances oily skin	Use as a makeup remover, facial cleanser or body oil	Weleda Wild Rose Body Oil
ROSEHIP OIL	Brightens skin and helps diminish the look of fine lines	Pat onto face with fingertips	evanhealy Rosehip Treatment Facial Serum

BEAUTY TIP
In contrast to plant oils, essential oils are highly concentrated and should not be applied directly to skin. If you want to use essential oils in your beauty routine, dilute them with plant oils, such as those featured at right.

BEAUTY TIP: Try layering an oil-based serum under your regular moisturizer and makeup.

CLEANER COSMETICS

A Shopper's Guide

When it comes to conventional color cosmetics, some ingredients have a dark side. To help you make informed choices in the makeup aisle, we've compiled this quick guide.

INGREDIENTS TO AVOID	A.K.A.
BHA/BHT These harsh preservatives are commonly found in lipstick, but our Quality Standards don't allow them.	Butylated hydroxyanisole; butylated hydroxytoluene
SYNTHETIC FRAGRANCE Some cosmetics use synthetic fragrances that contain questionable sub-ingredients—such as phthalates. Our Quality Standards prohibit phthalates.	Parfum
INGREDIENTS TO LOOK FOR	A.K.A.
ESSENTIAL OILS We encourage cosmetic producers to use fragrances derived from pure essential oils.	Look for names of individual plants or extracts
MINERAL-BASED COLOR Because many synthetic colors are petroleum based, we encourage cosmetic producers to explore the possibilities of mineral-based color.	Mica; iron oxides; titanium dioxide

Our trusted Quality Standards prohibit 50+ questionable ingredients that are commonly found in all kinds of body care products—from blush to baby wash!

Our body care Quality Standards prohibit animal testing.



BEAUTY TIP
Remove eye makeup without putting petroleum-based ingredients near your precious peepers. Plant-based Waxelene is made with organic soy oil, beeswax and organic rosemary oil.

DIY LIP SCRUB

Smooth dry lips with a simple, uplifting exfoliation treatment

1 teaspoon Aura Cacia Jojoba Oil or Apricot Kernel Oil



4 teaspoons brown sugar



3 teaspoons honey



2 drops Aura Cacia Organic Sweet Orange Essential Oil or Aura Cacia Organic Peppermint Essential Oil



3 teaspoons 365 Everyday Value® Organic Expeller Pressed Virgin Coconut Oil

Mix all ingredients in a small bowl and stir until combined; transfer to an airtight container. To apply, scoop out a dime-size amount with your finger. Gently rub over lips. Rinse with water.

TEAM MEMBER PICK

Evan Healy Rose Vetiver Day Moisturizer

I love this sophisticated cream. It's amazingly moisturizing, and it smells like heaven! I use it in the morning after my toner.



Holley, Whole Foods Market, Chicago, IL



HELLO, BEAUTY!

Special Events

Between **March 18 and 24**, we'll be celebrating effective beauty products that support healthy people and a healthy planet. Stop by your local store for details on special offers, demonstrations and more!



\$1.00 OFF
ACURE PRODUCTS

- Powerful, plant-based ingredients
- No parabens or phthalates
- Organic

Redeemable only at Whole Foods Market®. Limit one coupon of specified product per individual. Void if altered, transferred, reproduced, exchanged, sold or where prohibited or restricted by law. No monetary value. Valid only in the USA. Expires March 31, 2015.



\$3.00 OFF
EVAN HEALY FACIAL CARE

- Artisan-quality skin care
- Created by an aesthetician
- Holistic

Redeemable only at Whole Foods Market®. Limit one coupon of specified product per individual. Void if altered, transferred, reproduced, exchanged, sold or where prohibited or restricted by law. No monetary value. Valid only in the USA. Expires March 31, 2015.

