

BUFFALO SPREE 2012

BEAUTYBOOK

A supplement to *Buffalo Spree* magazine



Product reviews

What's new, what we like

If you read ads and watch television commercials, you know the next best thing is always being touted. We can't try them all, but here are a few that got our attention.



Products in the spotlight

By Elizabeth Licata



Roses in your cheeks

The latest products in the Dermelect cosmeceutical line use the three Rs—resurfacing, resilience, and regeneration—to create softer and smoother facial skin. The ingredients that make this happen? Stem cells. These are not the controversial kind, but are sourced from a particular species of alpine rose that has been able to survive the harshest of winter conditions. A few weeks' use of the mildly rose-scented product results in a smoother look and feel, with none of irritation that some exfoliating treatments can cause.

www.dermelect.com



LUSH comes to Buffalo

For years, lovers of the LUSH line of bath and beauty products have had to get their fix during road trips to Toronto or while waiting in airports. Despite forty-five locations in Canada and 106 in the U.S., Western New York has been LUSHless—until now. LUSH washed up at the Walden Galleria in mid-April with 800 square feet of soaps, lotions, bath bombs, and other freshly scented products from the British-born company.

Fans of LUSH know that the line was one of the first to focus on natural and often organic ingredients, with products displayed much as piles of fruits and vegetables are in grocery stores. Packaging is kept to a minimum, as is the use of palm oil and unsustainable ingredients.

"The whole point of LUSH is that [products] should be fun," says founder Mark Constantine.

www.lush.com



Deva redux

There's nothing new about the Deva line of hair products for curly hair, but the Curly Girl phenomenon seems to be experiencing a renaissance. Where once you might see a lonely bottle of the zero lather No-Poo at the bottom of a salon product display, now the full Deva line can be easily found, often packaged with a copy of the second

edition of the Curly Girl Handbook. Recent mentions in *Elle*, *InStyle*, and even the *Wall Street Journal* have also helped boost Deva's appeal among those who would rather not straighten. The cleansers and styling products are one hundred percent sulfate, paraben, and silicone free.

www.mydevacurl.com



The Pure

As more and more skincare products claim to be "natural" or "organic," lines like The Pure are careful to differentiate between the two terms. As they state, "our products are over ninety percent natural and most of them are over seventy percent organic." What's the difference? Products labeled "organic" must meet stricter government standards.

As stated on the company's website, The Pure avoids many of the chemicals

used in commercial skincare lines, such as paraben, ureas, synthetic fragrances, petroleum-based compounds, and many others. Instead, they rely on a long list of botanicals, which can be found on their website. The products come in three lines: botanical skincare, vitamin C skincare, and advanced skincare. They absorb easily, and, so far, online reviewers with sensitive skin are giving them the thumbs-up.

www.bygreenpeople.com