

OH, NATUREL!

AS THE “CLEAN” BEAUTY TREND WASHES THROUGH L.A., NEW STORES TOUTING NON-TOXIC ARE THE RAGE DU JOUR.

BY CHRISTINA CLEMENTE



All-natural standouts! BELOW, FROM LEFT: LA-based beauty brand **Ilia**, whose products are sold at The Detox Market (LEFT AND RIGHT), introduced the Satin Cream Lip Crayon, a lipstick boasting moisture-boosting organic sunflower wax; **Saje**'s (BOTTOM RIGHT) Refresh Energizing Mist features lemon to brighten the skin and eucalyptus to calm the mind; pure skincare brand **Odacité**'s Green Ceremony powder-to-foam cleanser (also sold at The Detox Market) is inspired by Japanese tea ceremonies.



CLEAN SLATE

What was once a pop-up in Venice has evolved into six LA outposts, including a recent SaMo debut, for **The Detox Market**, a one-stop shop for all-natural beauty products from brands like Tata Harper and RMS Beauty, as well as exclusives from the likes of English vitamin and supplement authority KIKI Health. “Santa Monica has always been a cornerstone of the LA wellness movement,” says founder Romain Gaillard. *1231 Montana Ave., Santa Monica, 310-260-0017; thedetoxmarket.com*

NAILED IT!

Non-toxic nail salon **Base Coat** is opening its second LA location this September, in Fairfax. “Los Angeles is known for its natural lifestyle, and we wanted to give clients a place where they can be pampered with [natural] products,” says cofounder Ali Elman. Not only is the salon’s curated collection of body care vegan and cruelty-free, but all the polishes are “8-Free,” made without toxic ingredients like formaldehyde. *830 N. Fairfax Ave., LA; basecoatnail salon.com*

WELL-PLANTED

Canadian wellness company **Saje**, best known for its plant-based essential oils, recently opened its first LA outpost in Venice Beach. It was a long time coming, says marketing VP Katie Drechsel: When Jean-Pierre and Kate Ross LeBlanc “founded Saje 25 years ago, they dreamed of bringing the company to LA and providing Venice [with] plant-based products.” That and more, including body salts and scrubs! *1421 Abbot Kinney Blvd., Venice, 310-314-3423; saje.com* ■



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