

# Scents of nature



In line with the huge trend towards natural skincare and makeup, natural fragrances are having a moment. Mintel's Global New Products Database reported that women's fragrances making claims of product naturalness increased more than 600 percent globally between

2005 and 2008 – and, six years on, from what I've seen cross my desk lately, the boom is only getting bigger.

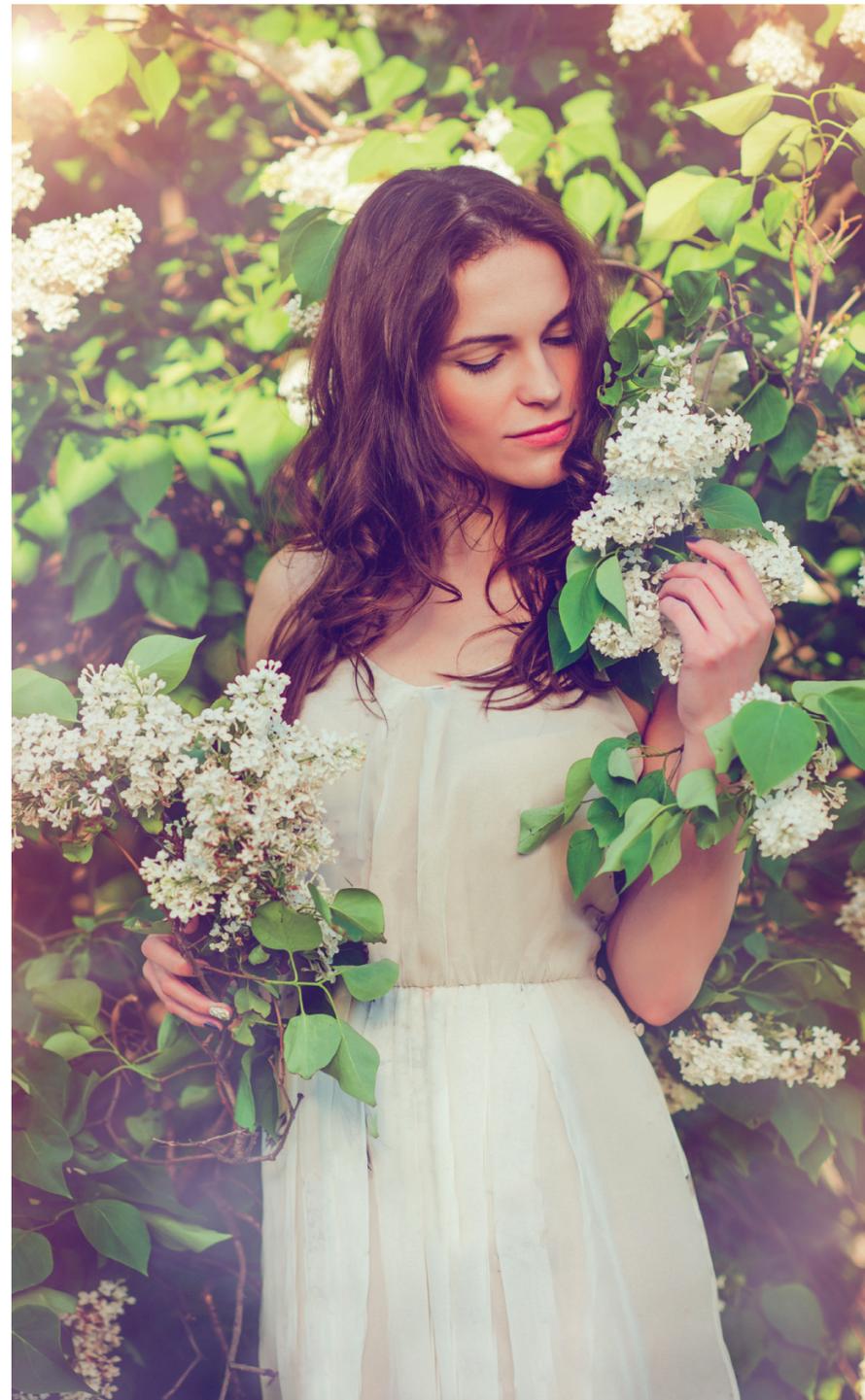
It all comes down to the consumer wanting fewer synthetic chemicals in their routine. As Debbie Cope, creator of Purity fragrances, explains. "Fragrance chemicals may contain solvents, stabilizers, UV absorbers, preservatives and dyes. Our skin is our largest organ, and absorbs whatever we apply," she says.

According to Mintel's GNPD, some of the most popular 'free from' claims appearing on the market are 'no additives/preservatives', 'alcohol-free' and 'paraben-free'.

Previously, natural fragrances were of the solid balm kind you might find in a hippie surf store, but these days they can sit proudly alongside the fancy department store brands. Way back in the 1930s, *Weleda* launched a lavender water and eau de cologne. This year it launched a thoroughly modern trio of fragrance mists called *Jardin de Vie*, made with natural essential oils. (There are three variants: rose, sea buckthorn and pomegranate, each \$39.90.) Another new spray-on option is the New Zealand-made *Purity Fragrances*, which so far come in three variants, \$129 for 50ml. All are eco-certified and there are more scents in the works.

There are also three Kiwi companies with new roll-on natural fragrances. The *Herb Farm* has launched *Sia*, a blend of geranium, jasmine, vanilla and cedar, \$24.90. *Trilogy* followed up its first limited-edition scent, *Jua*, with the newer *Raha*, \$24.90 – both of these fragrances were created in partnership with a charity that aids African women (who help harvest its ingredients). And *Nellie Tier* has gone all out with a range of seven scents, each \$19.90, based on fragrance combinations from its popular bath and body line.

Even if you're not concerned about whether a product is natural, these pretty perfumes are enticing on their own fragrant merits.



Photographs: iStock, supplied

*MAC Lipstick in Have Your Cake, \$40*  
Snap up this bright matte magenta lipstick asap, as it's part of MAC's limited-edition Flamingo Park collection dedicated to pinks of all shades.

*Bobbi Brown Blush Duo in Powder Pink/Pastel Pink, \$89*  
For a realistic looking glow, apply the lighter shade all over cheeks and add the darker shade as a pop of colour just on the apples.

*Davines This is a Dry Texturizer, \$44*  
Add volume and grip without heavy mousse or gel. Simply spray on this lightweight texturiser and boost your style in an instant.

*Antipodes Joyful Hand & Body Cream, \$46.90*  
I love both the rich texture and the beautiful fragrance of this all-natural moisturiser.

*Elizabeth Arden Ceramide Ultra Lipstick in Violetini, \$52*  
Arden's Ceramide Ultra Lipsticks are known for their rich texture and lip-plumping benefits (the 'Volulip' peptide complex in them works by hyaluronic acid synthesis). Now there are six new shades on counter, including this ravishing bright violet.

*Sally Hansen Miracle Gel in Hunger Flames, \$16.50* This long-wearing polish cures (aka dries) in natural light (instead of a nail lamp). You just need to finish with the matching Miracle Gel topcoat.



*L'Oréal Paris Infallible Matte FX Lip Colour in I Gotta Feeling, \$23.99*  
Press the sponge applicator into the tip for a dose of matte lip powder, then press onto lips for a subtle, blurred effect.

*OPI nail polish in Hawaiian Orchid, \$19.95*  
Pale lavender on nails will look super chic when teamed with the soft grey sweaters and coats on trend this season.

*Revlon Ultra Volume Mascara, \$23.50*  
Revlon has completely overhauled its mascara portfolio. There are now six options to satisfy your lash-boosting needs, including this volumising version.

*MAC Versicolour Stain in Long Distance Relationship, \$58, on counter April 18*  
MAC's new lip product is a blend of gloss and stain. The stay-put film is firm but won't peel off, thanks to emollient oils in the formula.

*Revlon nail enamel in Fuchsia Fever, \$16.50*  
This hot pink hue will do a lot to brighten up winter's obligatory black wardrobe.

*Viktor & Rolf Bon Bon eau de parfum, from \$142*  
For those partial to sweet scents, this rich caramel confection with notes of mandarin, peach and jasmine will be addictive.