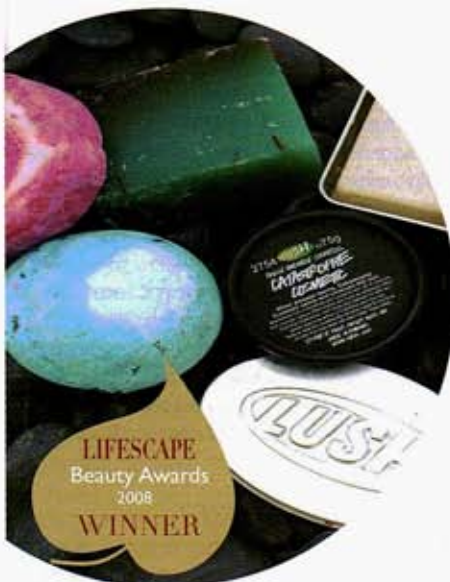


## Best ethical range

'Ethical' is a big word, and can mean different things to different people depending on their focus of concern. We believe that all of the companies we have featured in these Awards are ethical in the sense that they think hard about what goes into their products, who produces them and how. They make honourable choices, all the more commendable because they operate in such a competitive industry. They are cruelty free and as such free of animal products, although a few do contain honey, milk and/or lanolin and are thus not suitable for vegans. None have been tested on animals or contain ingredients tested on animals within accepted time limits.

Three companies stood out as having made a



particularly remarkable contribution to ethical beauty, each in its own way. Our winner is **Lush**, whose unique brand of Fresh Handmade Cosmetics is now known - and smelled - throughout the UK and beyond. As one of the few companies to feature in the Awards which has a strong stand-alone high street presence, Lush is well placed to bring the ethics of beauty to public attention, and husband and wife founders Mark and Mo Constantine and their dedicated team have grabbed this precious opportunity with both hands. Most recently, Lush's anti-shark finning campaign received coverage in the national press, creating video footage that is sure to exert pressure for change. But Lush also deserves recognition for the many other ethical decisions it makes away from the public eye. This includes donating profits to a wide range of animal welfare, humanitarian and environmental/conservation charities and a commitment to a comprehensive policy against animal testing for cosmetics.

A highly commended award goes to **Raw Gaia**, producer of the world's first range of living, organic and vegan skincare products. Raw Gaia has adopted an unprecedented "ethical marketing" approach to beauty and ageing. Raw Gaia's founders believe that the false standards of beauty created by big name adverts have made women (in particular) feel unsure about their bodies, especially ageing skin. Feeling strongly that this is a very cruel (and crazy) thing to do, they have removed any mention of de-ageing, wrinkles, rejuvenation and such like from their website. Instead they provide information about maintaining healthy skin through a good diet, natural skincare and a positive mental attitude. They made the decision to adopt this policy despite the fact that the market for anti-ageing products is the fastest growing segment in the skincare industry and the Lifescape judges applaud them for putting their principles first.

Our second highly commended award goes to **Akamuti**, a small company situated in rural Wales that has grown out of a passion for tree medicine, an obsession with plants and healing, and a dream of making a living by trading responsibly. Akamuti products contain honey and beeswax that is fairly traded with forest beekeepers in the vast stretches of unpolluted forest in Zambia, providing them with a sustainable income. The beekeepers pass on their skills to the next generation, which is vital to maintain the traditional way of life central to the survival of the indigenous people and the forests that they live and work with. The Akamuti team assert that being fair involves us all and the way we treat others.

Rajasana Otiende, Editor comments: "I really am happy to see three of my favourite brands win the Best Ethical Range as each one stands out, in my eyes. Lush are so inspiring with their never ending supply of exciting and innovative new ideas and campaigns; Akamuti deserve to win for their purity, integrity and quality and just being exactly what a natural skincare company should be, in my opinion, and Raw Gaia for having fabulous products and marketing and succeeding in a new area of raw skincare."

## Best Newcomer

The winner of this category is **Beyond Organic Skincare**, a family run company that produces a 100% natural and, what is rare, a completely certified organic skincare range that is truly effective. The ingredients are wild-crafted, Fairtrade and environmentally sustainable with no harmful chemical additives. Packaged in glass rather than plastic to avoid tainting the products, skincare products like these don't come along



every day.

Highly commended is **Live Native** for its handmade organic skin food. Combining expertise in homeopathy and the raw food philosophy, Live Native is an exciting innovator of 'living creams', which are already considered by many to be the future of skincare. Also highly commended is **Clare G. Harvey's Spirit of Beauty** range. Harvey has put her unrivalled knowledge of the physical, psychological and spiritual healing powers of flower essences to excellent use in creating this unusual range of moisturisers and other products with delicate floral scents.

## Best sun care range

Studies show that chemical compounds in sunscreens can accumulate in body fats and breast milk, causing hormonal changes. **Lavera** wins for their non-chemical natural sunscreens made for the whole family, including children. Lavera uses 100% natural mineral pigments to deliver effective UV-A, B and C protection in its Lavera SUN range. Mineral pigments create a physical shield that sits on the



Integrated health

| Veggie, vegan and raw recipes

| Compassionate beauty

# LIFESCAPE

healthy ethical living

www.lifescapemag.com

## HOW TO BEAT INSOMNIA

December/January 2009

£2.95

The ultimate guide to sleeping well

### *Olympic Athletes*

What makes them stress, sweat and smile

RECIPES: Indulge Yourself!

Exquisite guilt-free  
desserts *plus*

**Rose Elliot** *special*

Your Health  
In Depth

• *Face Reading*

• *The Fertility Crisis*

• *First Aid with Flowers*

• *Life after Mastectomy - in pictures*

Superb  
gift guide  
inside

ISSN 1746-9821



9 771746 982004

LIFESCAPE  
Beauty Awards  
2008  
WINNER

93 Awards that go more  
than skin deep