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[Beauty](#) > [Skincare & Anti-Aging](#)

11 Best Niacinamide Serums of 2024, Recommended by Experts

Top multitaskers that plump, brighten and hydrate skin.

BY [DORI PRICE](#) PUBLISHED: DEC 20, 2023

The brand AveSeena was born from the need of finding a moisturizing but “anti-inflammatory” lotion for the founder's father, who was battling cancer and his skin was super sensitive. It also needed to work for the founder's own [breakout-prone skin](#). Thus, this multi-tasking formula for both sensitive and acneic skin was born. **This serum contains niacinamide, vitamin C and a water-extracted [witch hazel](#), known for its soothing benefits.** If you are scent sensitive, note that some don't love the rose-like fragrance.

"I have been using this serum in the last week and am impressed by its immediate [tightening benefits](#) that can be felt as a film residue formed on skin," says [Birnur K. Aral, GH's Beauty, Health & Sustainability Lab Executive Director](#). Other reviewers love it for reducing blemishes: "It's my go-to serum for my skin," one shares. "It has seriously helped clear the look of my acne and scars."

GOOD
HOUSEKEEPING



10

**BEST NIACINAMIDE
SERUM FOR ACNE-
PRONE SKIN**

**AveSeena Micro
Algae Immun-B3
Serum**

[Read more](#)

The Dirty Truth About Inflammaging and How It Can Destroy Your Skin

In This Article

► Definition

Causes

Appearance

Prevention

Treatment

[Instyle](#)

What is inflammaging?

As board-certified dermatologist [Jessica Weiser](#), MD, explains, chronic underlying, low-grade inflammation can cause accelerated tissue damage, collagen loss, and potential inflammatory skin conditions like eczema or even acne-like breakouts. Simply put: the more inflammation in the skin, the more likely it is for healthy skin to break down.

But the skin is a smart, protective shield that serves as a barrier between the outside world and everything else, acting as a line of defense, says Immunologist Dr. Ebru Karpuzoglu, Molecular Medicine and Immunology, and Chief Scientific Officer and Founder of [AveSeena](#). "Skin comprises barriers, the microbiome and its immune system, which is the 'control center' for balanced, healthy skin. Without a healthy immune system, the skin microbiome and barrier function fail."

Using the right skincare products is critical. Dr. Karpuzoglu says products with calming ingredients, ceramides and formulations specifically formulated to address the causes of inflammation and inflammaging are best. [Ones to try are the antioxidant-rich AveSeena Micro Algae Immun-B3 Serum](#) and skin-strengthening [Nuebiome Biome Balancing Creamy Cleanser](#), which can help reverse the damage and help strengthen the skin barriers.

InStyle



OBSERVER

The Most Delightful Spring Candles to Light This Season

AveSeena Neroli Madeleine



Warm up any space with this delicious candle, with its blend of neroli and fresh French madeleines—it's way less expensive than a plane ticket to Paris.

[Observer](#)

Why synthetic ingredients are raising the bar on skincare formulation

Synthetic ingredients have helped raise the bar for skincare formulation, creating more sustainable, stable and effective products.

In the first of a two-part article, we speak to Dr. Ebru Karpuzoglu, who is an expert in the field of molecular medicine and immunology, as well as the Founder & CSO of skincare brand AveSeena, to find out more about the advantages of using synthetic ingredients, how they stack up against natural ingredients and more details on the sustainability advantages.

Cosmetics Design
USA

Cosmetics Design

USA

Why the approach to skin inflammation needs careful thought

CosmeticsDesign-USA (CDU) speaks to Ebru Karpuzoglu, who is an expert in the area of immunology and founder of the skincare line AveSeena to find out the best approach to tackling this area and to provide that all-important clarity for consumers.

CDU: What is the right approach to tackle specific skin inflammation conditions?

EK: Aging often comes with a phenomenon called “inflammaging”, which is characterized by a chronic, low-grade inflammation. Skincare products are designed to counteract the signs of inflammaging, and they do so by promoting a healthy and balanced immune response.

Sensitive skin, likewise, can be linked to an overreactive immune system, and skincare products are formulated to reduce skin sensitivity by helping maintain this balance. The goal of skincare is to visibly promote overall skin health, which, in turn, contributes to one’s sense of well-being.

CDU: Your brand AveSeena was one of the first to start making anti-inflammatory claims, what part do you feel you’ve played in the popularity of this claim?

EK: AveSeena has indeed been at the forefront of advocating for a more comprehensive approach to skincare that extends beyond the concept of mere ‘anti-inflammatory skincare’. Here’s how we view our role in shaping the popularity of this claim: AveSeena’s philosophy has always revolved around the belief that skincare should be synonymous with promoting overall skin health and balance. We recognize that the skin is a complex organ with its own immune system, and that the key to healthy, beautiful skin lies in nurturing this inherent immune response.

I believe as an Immunologist, the terminology “anti-inflammatory skincare” oversimplifies the complex relationship between skincare, inflammation, and the immune system. Skincare products are primarily designed to support a balanced and healthy immune response, which goes beyond just reducing inflammation. They aim to address inflammaging, skin sensitivity, and overall skin wellness, all of which depend on the proper functioning of the immune system.

Two Swoon-Worthy Candles to Add to Your Home

by **TELINA CUPPARI**

Scented candles are known for creating a soothing atmosphere and boosting one's mood. These two candles radiate positive energy, help calm the mind, and they smell *amazing*:



Cashmere Cocoa Candle

Treat yourself to the power of wellness and a transformative, intoxicating scent with the **Cashmere Cocoa Candle** from AveSeena's **Wellness Candles** collection. AveSeena has meticulously crafted an invigorating product that not only upgrades the ambiance of any abode but also helps to mitigate daily stress and lift your spirits. It is the perfect candle to light whether you are alone or inviting guests over. AveSeena candles are all made with no phthalates, parabens, synthetic dyes, formaldehyde, and always vegan-friendly and cruelty-free. Subscribe with email for 15% off and receive free shipping on orders of \$40 plus two free samples. See more of the extraordinary line at <https://www.aveseena.com/>



Immunologist and local Founder of AveSeena tells us about her candle line and explains the benefits of how the right scents can improve your mood.

Bustle

The Best Eye Creams For Milia, According To A Doctor

The Expert

Dr. Ebru Karpuzoglu, MSc. PhD is an immunologist trained in molecular medicine and specializing in cosmetic chemistry. After a career of researching skin and the immune system, she developed skin care brand AveSeena.

If you're prone to milia, "avoid heavy occlusive ingredients such as petrolatum, paraffin, or heavy botanical oils or butters," says Dr. Karpuzoglu. She recommends avoiding super-thick eye creams in general, preferring those that come in a tube rather than a pot because they have a "lighter, more liquid texture" and won't feel as heavy on your skin. Look for lightweight, hydrating ingredients like hyaluronic acid, ceramides, and peptides, to "help moisturize the skin around the eyes without clogging pores," advises Dr. Karpuzoglu.

32 Great 50th-Birthday Gift Ideas for Your Friend, Spouse, or Relative

A golden milestone calls for a special gift.



14

BEST GIFT FOR THE CANDLE LOVER

AveSeena Reine de Nuit Candle

\$49 AT AVESEENA.COM

CREDIT: AVESEENA

Candles are the perfect gift for people who appreciate all the cozy vibes and spa atmosphere without having to leave the house. Plus, these smell so nice you'll want to purchase one for yourself.

[OPRAH](#)

Until there's an end-all-be-all official skincare manual out there, we've laid out our recommendations for the best face moisturizer for all skin types below. Shop ET's top picks of the [best face moisturizers](#) out there for every one of your skincare needs in 2023.

Best Moisturizers for Anti-Aging



AveSeena Ageless Perfection Cream

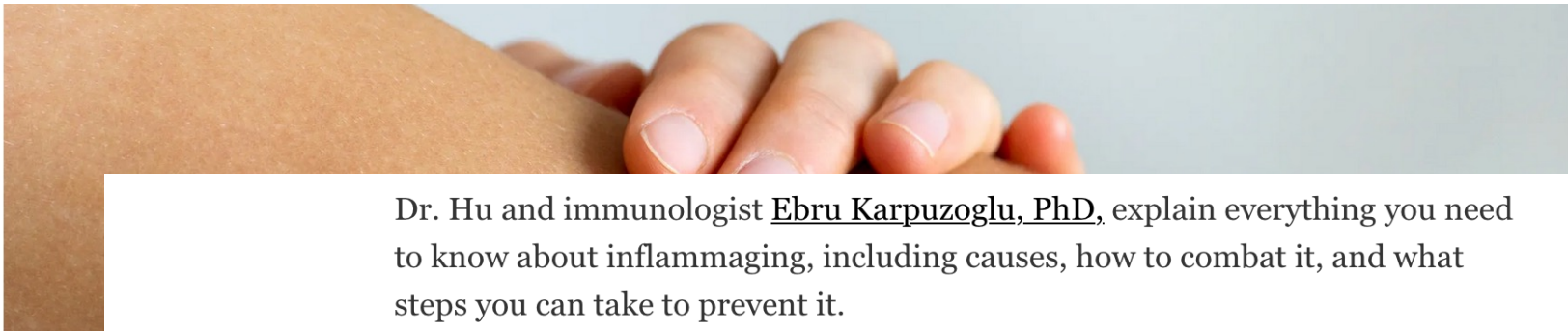
This ageless cream will perfect your skin and help calm the sensitivity and reduce signs of inflammation.

\$157

[Shop Now](#)

[ET ONLINE](#)

Inflammaging Skin: Causes, Effects, and How to Prevent It



Dr. Hu and immunologist [Ebru Karpuzoglu, PhD](#), explain everything you need to know about inflammaging, including causes, how to combat it, and what steps you can take to prevent it.

What are signs of inflammaging?

“Overall, inflammaging is a silent yet vicious cycle, but once it spills out onto the skin surface, you will know,” Dr. Karpuzoglu explains. “Inflammaging mirrors itself on the surface of the skin with visible signs of redness, enlarged pores, volume loss, thinner skin, darker undereye circles, acne, and other skin conditions.”

Everyone’s skin ages over time, right?

But here’s where inflammaging is different. “The micro chronic levels of inflammation (inflammaging) can damage skin cells and collagen, and weaken the skin’s barrier functions resulting in more senescent cell accumulation than normal,” says [Dr. Karpuzoglu](#). “As the skin is battered with more and more damage, the skin barriers and microbiome are weakened and our immune system has to work harder to defend the body as well as repair the skin barriers. This also means that we will have less protection against inflammation-causing invaders like bacteria and viruses as the skin immunity is overwhelmed with this process.”

7 Dorm Room Essentials You Need for the New School Year

AveSeena Skin Care Products

Say hello to clean beauty with the only immunologist-owned and operated skin care brand in the market. The products revitalize and restores all four layers of the skin while providing anti-aging properties.

All of AveSeena's products are free of questionable chemicals, silicones, parabens, phthalates, and synthetic dyes in addition to. being non-toxic, cruelty-free, mostly vegan, and Leaping Bunny and PETA's Beauty without Bunnies certified.





The Nine Best Facial Cleansers For Every Skin Type

AVESEENA | GENTLE GARDENIA ANTI-POLLUTION CLEANSER

Suitable for all skin types, the **AveSeena Gentle Gardenia Anti-Pollution Cleanser** can be used in both the AM and PM to wash away all impurities. A dream cleanser, indeed!

[Haute Living](#)

molly
sims
BEAUTY EVERYWHERE

3. Immunocosmetics

This year, we saw skincare brands acting on the consumer's increasing demand for skincare products that aim to rebalance and strengthen the skin.

In fact, immunologist and founder of AveSeena Dr. Ebru Karpuzoglu says 2022 will be the year of **"immunocosmetics"** (AKA skin barrier-protecting products).

"It will keep both the top skin barriers, the skin microbiome, and the skin immune system happy and balanced," says Dr. Karpuzoglu.

"These skin barriers and anti-inflammatory products are designed to help strengthen and support our skin barriers, keeping good substances inside our skin (such as moisture and sebum balance) and keeping harmful substances out (such as bad bacteria or external irritants)."

[Molly Sims](#)



These Are the Best Spring Candles of 2022

Aegean Figue Candle

AVESEENA

Scent notes: Green fig leaves, amber, wood

Comments: "I want to bite into it."

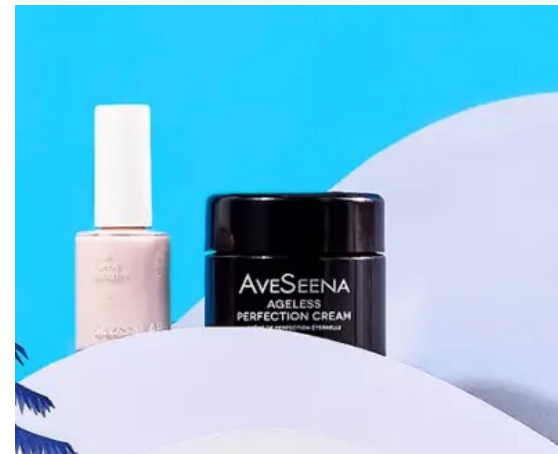
[Apartment Therapy](#)



The 9 Essential Skin Products To Get You Through Winter

We love them. And we think you will, too.

The [AveSeena Ageless Perfection Cream](#) is ultra-concentrated to instantly immerse your skin in soothing hydration to combat multiple signs of inflammation. It uses niacinamide and vitamins E, B5 and C to support firmness, radiance and suppleness. It also has nutrient-rich plant and flower oils that help soften and calm the skin, as well as snow mushroom to help supply intense hydration. \$157



[The Girlfriend AARP](#)

BYRDIE

Everything You've Ever Wanted to Know About Magnesium

Dermatologists and a cosmetic chemist weigh the benefits of magnesium for skin.

written by [MAYA ALLEN](#) UPDATED ON OCT 18, 2021

medically reviewed by [RACHEL NAZARIAN, MD, FAAD](#) / Board-Certified Dermatologist

fact checked by [ANNA HARRIS](#)

To learn more about the skin-soothing properties of magnesium, we turned to King; Ebru Karpuzoglu, MSc, Ph.D., immunologist and founder of health-conscious skincare line [AveSeena](#); cosmetic chemist Marisa Plescia of clean beauty e-tailer [NakedPoppy](#); and New York dermatologist Joshua Zeichner, MD, of [Zeichner Dermatology](#).

A magnesium deficiency can cause several health problems and skin-related issues: "Lack of magnesium in our body can make us feel weaker and age faster due to impairment of protein synthesis and possible initiation of inflammatory responses," explains Karpuzoglu. She adds, "Magnesium deficiency results in an uneven skin tone, a decrease in elasticity, and a loss of moisture, which creates the perfect environment for dryness, inflammation, and aging free radical damage." Magnesium has a laxative effect when excessive amounts are ingested. You should not exceed the daily recommended dosage. Make sure to consult your physician before adding any kind of supplement to your daily regime.

[Byrdie](#)

BYRDIE

WELLNESS ■ HEALTH

8 Expert-Approved Tips for Postnasal Drips

It's a terribly uncomfortable sensation, especially if you have a sore throat to boot, so we turned to immunologist Ebru Karpuzoglu, MS, Ph.D., CEO of immune-conscious beauty brand [AveSeena](#), and [Michelle Yagoda, MD](#),

MEET THE EXPERT

- [Ebru Karpuzoglu, MS, Ph.D.](#), is the CEO of immune-conscious beauty brand AveSeena. Focused on the idea of certain ingredients being endocrine disruptors, Karpuzoglu created a brand that would combine scientific research and natural ingredients.

[Byrdie](#)

LIFESTYLE

The Best Holiday Candles to Light Up Your Home This Season

AveSeena Cashmere Cocoa Candle

Dreaming about bundling up in a lush cashmere blanket while sipping on a hot chocolate? Same here, which is why you'll love this candle that exudes a delicious vanilla, lavender, coffee, cocoa and lemon scent.

\$49, SHOP NOW

[Observer](#)

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Microbiome-Boosting Beauty Products Improve Skin Barriers

"AveSeena is an ultra-powerful, ultra-gentle natural skin care solution specially formulated to combat signs of inflammaging from the skin's surface to underneath," said AveSeena's Founder and CEO Dr. Ebru Karpuzoglu, Athens, GA. "AveSeena is for anyone experiencing signs of inflammaging, and this can mean a lot of things. Does your skin look tired, irritated and feel sensitive? Do you prefer dye- and fragrance-free? Are you exposed to a lot of stress? Is your skin blemish or inflammation-prone?"

ADV



POPSUGAR

How to Decode Confusing Beauty Product Labels (and Other Common Misconceptions)

"All natural" is a common buzzword in the "clean" beauty space that pops up on the front of beauty products, but it doesn't really mean anything concrete. "Calling a beauty product natural legally means nothing," Dr. Ebru Karpuzoglu, MSc., PhD, and founder of natural skin-care brand [AveSeena](#), previously told POPSUGAR. "It's an unregulated term because the FDA, USDA, or EU do not have any regulations or standards on the term. Since there is no regulation on the 'natural' term, anyone can just use one or two natural ingredients in a product and call it natural."

[POPSUGAR](#)

Sustainable Beauty Is a Confusing Game – Here's a Guide to the Terms You Need to Know

"Calling a beauty product natural legally means nothing," Dr. Ebru Karpuzoglu, MSc., PhD, and founder of natural skin-care brand [AveSeena](#), told POPSUGAR. "It's an unregulated term because the FDA, USDA, or EU do not have any regulations or standards on the term. Since there is no regulation on the 'natural' term, anyone can just use one or two natural ingredients in a product and call it natural. If you see the natural ingredients only at the end of the product's ingredient list, that means it's hardly natural."

[POPSUGAR](#)

POPSUGAR

Paying a Premium For "Natural" Products? Here's What You Should Be Looking For Instead

"Calling a beauty product natural legally means nothing . . . anyone can just use one or two natural ingredients in a product and call it natural."



In order to navigate the confusing world of organic and natural skincare products, we talked to some experts for clarity. Dr. Ebru Karpuzoglu, MSc., PhD, and founder of natural skincare brand [AveSeena](#), spoke with me about the term "natural" on product labels.

[POPSUGAR](#)

"Calling a beauty product natural legally means nothing," she said. "It's an unregulated term because the FDA, USDA, or EU do not have any regulations or standards on the term. Since there is no regulation on the 'natural' term, anyone can just use one or two natural ingredients

in a product and call it natural. If you see the natural ingredients only at the end of the product's ingredient list, that means it's hardly natural."

AveSeena's Clean-Ingredient Beauty: Green Caviar + More

by EVA WHALEN



AveSeena offers unique skincare products that harness nature in the most effective ways with clean ingredients. Here are three of our favorites:



AveSeena's new Green Caviar Facial Oil Elixir

This is the only oil to beat *inflammaging* (inflammation + aging) and is formulated with peptide complex Matrixyl 3000™, sea sourced Green Caviar Algae Oil, Vitamin C, retinol replacement Bakuchiol, and Squalane – offering key nutrients essential to skin's strength and defense system. This vegan, gender-inclusive, certified clean Elixir is a multi-nutrient facial oil that addresses multiple skin concerns, encompassing fine lines & wrinkles, dryness, dullness, uneven texture, and signs of inflammaging. It's the only elixir oil with Matrixyl 3000™, as it typically is only used in cream-based skincare products. This is a revitalizing power-of-the-sea elixir.

The best cleansers for acne to banish breakouts and clarify your skin

9. AVESEENA GENTLE GARDENIA ANTI-POLLUTION GEL CLEANSER

★★★★★

Best acne cleanser for hormonal acne



This cleanser features powerhouse acne fighter niacinamide, which not only keeps breakout-causing bacteria in check but also brightens and reduces the appearance of marks often left behind by post-inflammatory hyperpigmentation after a pimple heals. If hormonal breakouts are your issue, Dr. Karpuzoglu recommends being ultra-gentle with cleansing so as not to upset the [skin barrier](#) and cause more acne issues. We're big fans of this cleanser.

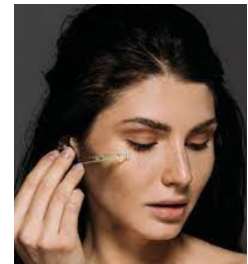
[Woman and Home](#)

DAILY MOM

22 Of The Best Beauty Products For Healthy Skin That Glows

Daily irritants such as pollution, environmental aggressors, and stress can lead to inflammation augmenting visible signs of aging such as fine lines and wrinkles, sagging, and fatigue. ***AveSeena's gender-inclusive, Micro Algae Immun-B3 Serum boasts Vitamin C & B12, sea-sourced ingredients with a brightening blend of Bearberry, Licorice, and powerful Vitamin B3 care to fight the signs of inflammation with natural defenses,*** while helping to protect from environmental aggressors. Furthermore, it truly delivers a “lift and glow” appearance. Your face is sure to feel more firm and toned with this luxurious serum designed to promote healthy skin.

AveSeena Green Caviar Facial Oil Elixir is the Fountain of Youth.



This makes our skincare routine and the products we choose so much more important, and we try a lot, always in search of a miracle. **AveSeena Green Caviar Facial Oil Elixir** is shaping up to be just that. With only 10 days of morning and nightly use of just two drops a time our skin is smoother, more even, and has a youthful glow we haven't seen in over a decade, no makeup required. This vegan, alcohol-free combination of a retinol alternative called Bakuchiol, Vitamin C, Peptides, Squalene, Gardenia, and Blue Tansy delivers fully on its promise of “complete skin nourishment.”

BREAKING NEWS

Indie Beauty Brand AveSeena Debuts Skin Care That Fights Inflammation

Wellness-based collection features natural ingredients and spans from cleansers to serums.



AveSeena features six products: Gentle Gardenia Anti-Pollution Gel Cleanser; Honeyactive Beauty Mask; Green Caviar Facial Oil Elixir; Supreme Recontour Eye Concentrate; Ageless Perfection Cream; and Micro Algae Immun-B3 Serum.

10.15.21

Since the start of the pandemic, consumers have been seeking ways to reduce inflammation to help combat the stress of a change of routine, lack of sleep and improper diet due to the munchies. One way to help the skin and improve the **microbiome** is to fight the signs of inflammaging with the new skin care line – **AveSeena**, a gender-inclusive skin care line for sensitive complexions. The **wellness-inspired** product line is powered by a cocktail of phytonutrients from bakuchiol, vitamins, time-fighting peptides, plant oils to botanicals.

Trend Alert: beauty consumers are ready for immunity-boosting skin care

By Dr. Ebru Karpuzoglu

24-Feb-2021 - Last updated on 24-Feb-2021 at 17:23 GMT



The novel area of prevention: Immunocosmetics

As an antidote to these signs of inflammatory skin issues, skincare and beauty products are evolving into immunity-supporting preventative wellness products—also known as immunocosmetics—that factor skin, mind, immune system, and body as one holistic entity.

Scientific evidence indicates that a healthy functional immune system needs multiple micronutrients such as vitamins A, D, C, E, B6, and B3(niacinamide), pro and prebiotics, adaptogens, ceramides, and fatty acids from nourishing oils that all play vital, often synergistic roles at every stage of the immune response against inflammatory aggressors.

Although some of these ingredients have been showing up individually in a number of beauty products for years, the beauty industry is just now beginning to leverage ingredients with certain anti-inflammatory and skin immune-supporting properties.

Preventing the signs of inflammaging will require a mindful and scientific combination of key micronutrients and immune-friendly ingredients linked to supporting or boosting immunity that are also supplemental to overall wellness. As consumers connect immune health to overall well-being, wellness-orientated beauty products that promote skin health with immunity support benefits will become essential for a holistically invigorated skin-body-mind balance.



Dr. Ebru Karpuzoglu, Molecular Immunologist & Skincare Expert



As an Immunologist trained in Molecular Medicine and as an expert in skin care and cosmetic chemistry, Dr. Ebru Karpuzoglu has spent 20+ years researching skin and the impact of hormones on the immune system, sharing her findings in international publications, and building an award-winning line of products. Trusted by scientists, doctors, editors, bloggers, celebrities, and skincare lovers around the world, her deep real-world knowledge and research are invested in every drop of **AveSeena**.

Expert Opinions: Restoring Skin's Homeostasis

April 30, 2021 | [Contact Author](#) | Ebru Karpuzoglu, Ph.D., AveSeena; Laurie Verzeaux, Ph.D., Silab; Fabrice Lefevre, Ph.D., Givaudan Active Beauty; Sebastien Massard, Vantage Personal Care

Cosmetics & Toiletries®

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[Read the full article in the May 2021 digital edition...](#)

Ebru Karpuzoglu, Ph.D., an immunologist and founder of the indie brand AveSeena, believes immunity is today's hottest trend in health and skin care. This is not unexpected, considering the increased health protection and prevention measures everyone has taken due to the pandemic.

MOST POPULAR IN SEGMENTS

Expert Opinions: Full Spectrum Protection #1

Expert Opinions: Restoring Skin's Homeostasis #2

Immunocosmetics for the New Normal

March 25, 2021 | [Contact Author](#) | Ebru Karpuzoglu, AveSeena



Immunity is the new buzzword for health and skin care.

With increased health protection measures as a result of the pandemic, you're probably already familiar with the hottest buzzword in health and skin care: immunity. We know of healthy nutritional tips to boost our immune system, such as taking vitamins, eating clean or organic foods, and drinking more water.

However, new questions have arisen: can we support healthier skin by boosting our skin immunity? How do we define it? And what are the opportunities for the emerging immunocosmetics trend?

beautyFRAGRANCE



SEEDS OF CHANGE

The clean-beauty movement has embraced perfume, but what exactly is a natural fragrance?

By Wendy Schmid

Once when Los Angeles-based natural perfumer Douglas Little met with his supplier, he was handed a brown paper bag containing a wildly fragrant stash. Another time, the man showed up in a coffee shop toting a silver Zero Halliburton attaché. After they sat down, he opened the case to reveal tiny bottles held in place by a custom Styrofoam mould. The heady fragrances in the vials quickly drew a crowd of interested patrons. "He's my L.A. connection to a distiller—a true artist—in India who makes this incredible blue lily absolute," explains Little, who is also the nose behind Goop's innovative fragrance line.

The booming market for natural-fragrance molecules is being driven by consumers who are interested in avoiding certain ingredients. "Endocrine-disrupting chemicals like phthalates are often found in synthetic fragrances," says Dr. Ebru Karpuzoglu, an Atlanta-based immunologist. "DBP and DEP, in particular, are

frequently used to enhance the strength of the scent. But the FDA doesn't require companies to list fragrance ingredients, as they can be considered proprietary, so it can be hard to know if phthalates are in there."

That same regulation exists with Health Canada, but some companies, like Phlur, voluntarily list their ingredients, adding that they use "safe synthetics" and no phthalates. Natural fragrances, on the other hand, tend to forgo any synthetics and instead focus on natural materials like flowers, leaves, resins and barks.

"I think the real enthusiasm for natural perfume began in the last year and a half," says Little, who first predicted the shift in the market when he was giving a beauty-trends lecture in 2010. "I felt people would rebel against wanting to smell like J.Lo—that there would be a resurgence of individuality. We've seen this evolution in the food and alcohol markets with small-batch and artisanal blending and consumers wanting more natural products that offer transparency with ingredients. I saw it as being the future of perfumery."

When an attendee from a large fragrance house called his words "heresy," Little trademarked Heretic and began mastering the art of natural perfume.

His sophisticated creations for Heretic and Gwyneth Paltrow's Goop are helping natural perfume shed its granola image. With notes of bergamot, coriander, jasmine, blond tobacco, tonka bean and choyra lar, Heretic's Jasmine Smoke offers an olfactory snapshot of an outdoor dinner party where tendrils of smoke are curling about the blooms of pink jasmine. Goop's Edition 03 - Incense perfume captures the idea of sacred prayer, cleansing and renewal with a unique combination of woods (agarwood, sandalwood, Buddha wood), resins, cedar and rare green frankincense.

"I give Gwyneth a lot of credit for going in a direction that's sexy and provocative and for really pushing the envelope with the fragrances," says Little. (The brand even uses sugar cane alcohol as a denaturing agent rather than the standard SD 40 alcohol.)

After finding natural perfume too aromatherapeutic, Toronto-based natural



MYDOMAINE

Why I Detoxed My Skin for a Month and How It Changed My Face (No Joke)



When I turned 24, I knew it was time to start taking better care of my skin, but this realization hit hardest when fall rolled around and those aforementioned concerns worsened. I knew it wasn't just skin deep; if things like birth control and environmental factors can throw off my system, surely I should be more thoughtful about what I lather onto my skin. As immunologist and founder of [AveSeena](#) Ebru Karpuzoglu, MSc, Ph.D., tells MyDomaine, many of the artificial chemicals in skincare products can disrupt the endocrine system, which is probably what stressed out my skin and made it look dull. So I decided to [establish a routine](#) that detoxed my skin by swapping out all my old things with predominately all-natural beauty products. Admittedly, I was also simply curious to find out if natural beauty products were even effective.

If you're on the fence about whether you want to detox your skincare routine and how to do so, read about my experience below. First, I'll explain how I got started and other lifestyle changes to consider, and then I'll walk through the [products that transformed my skin](#) for the better after two months of using them.

Before I settled on a permanent vanity lineup, I experimented with a bunch of testers. As Dr. Karpuzoglu advises, it's best to "pinpoint your needs and start by eliminating those ingredients you don't like. As you become more familiar with your products, your skin will tell you what it likes." And while some were just as affordable as the products I used before, I usually preferred the ones with a higher price point. But there was a good reason. "You will need lesser amounts because of the high concentration of botanicals in comparison to filler ingredients you'd find in conventional inexpensive products," explains Dr. Karpuzoglu.



RECOMMENDED FOR YOUR TRIBE TO EAT, WORK + PLAY

#TRIBEGOALS

Whether it's your Diva Den, She Space, Wellness nook or place in your home that's meant for you to reset, we have a few items that we suggest when you're looking to decompress and to become inspired to get a bit of work done that's just for you.

HIT THE RESTORE BUTTON WITH THESE:



MOLESKINE
Large Plain Hard
Notebook; \$19.95



SMASHBOX
Photo Finish Primer
Water X Nicol Concilio
Limited Edition; \$32



AVESEENA
Honey Active Beauty
Mask; \$76

AVESEENA

For inquires, please contact:

info@aveseena.com | aveseena.com

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