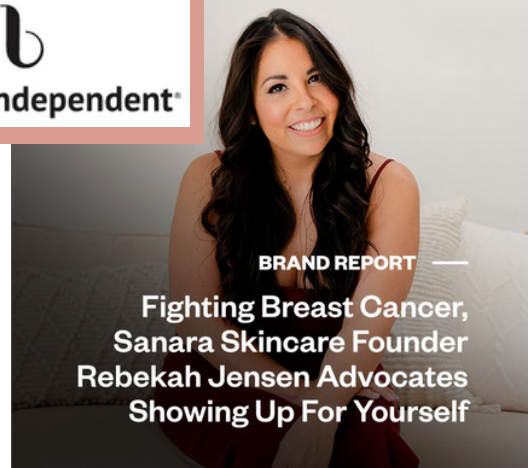




sanara

PRESS

IndieBeautyExpo



JALEESA CHARISSE

7 Indie Beauty Brands Currently On My List [Edition 5.14.19]

Pure ingredients is what drew me to Sanara. Any product that uses extracts and oils from fruits, vegetables and plants that can also be ingested piques my interest. Another super interesting thing about this particular brand is that they are currently reformulating all of their products and the ingredients will pay homage to the founder, Rebekah's, Latin roots celebrating indigenous Latin American botanicals. In my opinion, that is extremely exciting and I love to see that type of authentic representation in the beauty space in general. One of the newest formulas, their Yerba Maté Bath Soak will be introduced at Indie Beauty Expo (*sneak peek in the photo to the left*) and I can't wait to check it out because I enjoy a solid soak.

Sanara's current range includes: Açai Age Defense Moisturizer, Açai Berry Face Polish (with Rosehip Seed Oil), Açai Berry Body Polish (with Seabuckthorn Oil), Açai Berry Body Butter (with Argan & Perilla Seed Oil), Purple Brazilian Facial Soap and Activated Charcoal Facial Soap.

The new additions are mentioned to include: Bamboo Fiber with Mango Seed Body Polish, Cupuaçu Seed Body Butter, Chilean Rosehip Seed Body & Massage Oil and the aforementioned Yerba Maté Bath Soak.

ON MY LIST: AÇAI BERRY BODY BUTTER WITH ARGAN & PERILLA SEED OIL AND YERBA MATÉ BATH SOAK

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Sanara Skincare

Rebekah founded Sanara Skincare after looking for products that she could use while dealing with Psoriasis. Using Latin American ingredients such as Cupuaçu which is 2 times more hydrating than Shea butter, her expert driven list of ingredients are combined for a luxurious spa experience from her Yerba Mate bath soak, to her Cupuaçu seed body butter, Chilean Rosehip Seed Body oil, and more!

7 sustainable beauty brands by Latinx entrepreneurs

The U.S. Census Bureau predicts that 1 in 3 Americans will be Hispanic by the year 2060, which means Hispanic entrepreneurship will be critical to America's continued success.

To celebrate Latinx contributions to American culture, we've rounded up a few of our favorite sustainable beauty and wellness brands that are owned by Latinx entrepreneurs. These products are vegan, cruelty-free, or planet-forward. You can feel good about shopping these brands to expand your beauty cabinet and support Latinx businesses. Here are seven Latinx sustainable beauty and wellness brands to shop for Hispanic Heritage Month - and always.

27 Latinx-Owned Beauty Brands To Support Now & Always



Sanara Skincare

After realizing that there was an untapped market for skin-care formulas that incorporated tried-and-true botanicals that her ancestors used, Rebekah Jasso Jensen turned her dining room into a test lab. The result? Sanara Skincare, a plant-based skin-care line that uses indigenous Latin American ingredients like cupuaçu seed butter and bamboo fibers. Jasso Jensen, who has psoriasis, made sure every formula was designed to work for those with skin sensitivities.