

The background is a collage of various natural and beauty-related items. In the top left, there are small blue berries on a branch. In the top right, a mortar and pestle contains dried orange and yellow botanicals. In the bottom left, a glass bottle of 'clara' brand product sits on a wooden surface. In the bottom right, another 'clara' product bottle is shown, labeled 'BEE BEAUTY AGE-DEFTING FACIAL OIL MOISTURIZER 30 ML'. In the bottom center, a white bowl contains a mixture of orange and green powders.

# Your Clean Beauty Guide

*a concise guide to help you clean up your  
beauty routine!*

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# Hello and Welcome!

I created this guide to try and make navigating the world of clean beauty easier. I know from experience how overwhelming it can be - *where do I start? How do I know what's really clean? Will these products work as well for me as my conventional faves? Is this all a bunch of marketing BS?* I've been there, I've asked those questions, but back when I switched there were only a small handful of clean beauty bloggers (I became one of them) as the industry was still fairly new. And as we were all just getting acquainted with clean beauty ourselves, we were the guinea pigs. I spent hours researching ingredients, trying hundreds of products to become my own "expert". Now, 13 years later, I feel like I can confidently help others make the switch to a cleaner, more sustainable beauty routine!

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# WHAT IS *Clean Beauty?*

A brief overview...



The term "clean beauty" is a tricky one to accurately define as everyone pretty much has their own idea of what constitutes "clean" in cosmetics. And because there is no regulating body to define it for us, brands and consumers are left to decide that for themselves.

Most, however, can agree that clean beauty includes brands and products that take both the health or well-being of consumers and the planet in mind during development, manufacturing, packaging and sale.

From there, consumers can decide which aspect of clean beauty is most important to them. Is it the ingredients? The environmental impact? Both? Whichever reason you decide to use cleaner products is the right answer.

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## Beware of "green washing"

What is greenwashing? it's when a brand claims to be green and eco-friendly but the only things remotely green or eco about them are that they use a few botanicals in their products or don't test on animals. They use popular green words like "recyclable packaging" or "cruelty-free" or "paraben-free" to make their products desirable to those looking for safer options.

Greenwashed brands both prey and rely on consumer's ignorance of these tactics. And sadly, many people are duped because they either aren't educated on ingredients (or what "green" encompasses) or marketing ploys or they just don't have time (or the desire) to read labels thoroughly.

This is where bloggers like myself come in - I try and help educate you so you can make the best choices for you and your family! :-)

## Two take-aways.....

- ✓ The clean beauty industry is not really regulated so we need to determine for ourselves what is truly clean enough
  - ✓ A brand or product is generally considered clean if it uses ingredients and business practices that keep our health and the health of the environment in mind.
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# WHY *Clean Beauty?*

1. **Lack of regulation.** Let's just say that there is *much* need for this here in the U.S., especially since we've only banned 11 known toxic ingredients, while the EU has banned 13,000.
2. **Ingredients.** Clean beauty opts for safer, less irritating ingredients in their products, including more potent botanical actives and nourishing plant oils, without using fillers. Also, clean beauty is cruelty-free so there's that too.
3. **Environmental Impact.** CB brands use ingredients & practices that lessen their carbon footprint. This also includes using cleaner energy sources to run their business.



*“Beauty begins the moment you decide to be yourself.”*

- COCO CHANEL

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# LET'S TALK *Products!*

In this guide I'll share which areas to start with first, some of my fave clean alternatives and any applicable discount codes I have. Plus a quick checklist you can print out and take shopping with you!

Since changing out all of your products at once is both impractical and costly, I'll be sharing the areas I recommend starting with first and then as you are able adding more.





## Where to start cleaning up....

Listed below are the items I feel are most important to start with..

1. **Deodorant** - Conventional deodorants & antiperspirants are designed to prevent you from sweating - a very important detoxification function! They also use ingredients that can be irritating to skin. Natural ones use safer, gentler ingredients that still allow you to sweat while helping absorb odor.
2. **Shampoo & Conditioner** - Sulfates in conventional shampoos and silicones in conditioners are two of the big reasons to switch these. Sulfates & silicones are not only drying to your scalp, but they can also be highly irritating as well.
3. **Toothpaste** - Flouride, Sulfates and Saccharin are ingredients found in regular toothpastes. Flouride, while great for fighting cavities can be toxic in large doses, sulfates are also harmful and saccharin has been known to cause kidney cancer in lab rats.



## Where to start cleaning up continued...

4. **Face and Body Wash** - Again, sulfates are one of the big reasons to switch these out, but there are also many other irritating or drying ingredients that make their way into conventional face and body washes. Also, fragrance can be extremely irritating as well.
5. **Perfumes** - The biggest reason to use cleaner alternatives to conventional perfumes is the use of ingredients like phthalates (known to be linked to all kinds of health issues), petrochemicals and parabens. Clean perfumes on the other hand get their scents from either completely natural sources, ie: essential oils or safer synthetics.





# CHECKLIST #1

## Your Shopping List

This list can be printed out to take shopping with you. I've added some make-up products too.

### LIST #1

- ☐ Deodorant
- ☐ Shampoo & Conditioner
- ☐ Toothpaste
- ☐ Face & Body Wash
- ☐ Perfume/Fragrance



### LIST #2

- ☐ Sunscreen
- ☐ Primer
- ☐ Foundation - Face Makeup
- ☐ Lip Products
- ☐ Mascara/Eyeliners

## CHECKLIST #2

# Clean Beauty Swaps

Below are some of my personal faves for any budget. I'm also including some conventional items that don't have the main offending ingredients for those who aren't ready to commit to fully clean yet.

### 1. Deodorant

Native, Rustic Maka, Piper Wai, Tom's of Maine. Conventional version but sans aluminum - Secret Aluminum Free.

### 2. Shampoo & Conditioner

John Masters, Innersense, Acure Organics, Annmarie Skin Care. Conventional but sans sulfates - Herbal Essences.

### 3. Toothpaste

David's, Tom's of Maine, Boka Toothpaste

\*some affiliate links are used

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## CHECKLIST #2 - CON'T

# Clean Beauty Swaps

Continuation of cleaner swaps...some affiliate links are used.

## 4 Face & Body Wash

Bella Aura (code Brie15 saves you), Cocokind (code SABRINA10 saves new customers 10%) Aleavia, Annmarie Skin Care & Babo Botanicals.

## 5. Perfumes

Skylar, Pacifica, Living Libations



A few more faves..

Here I'm sharing some links to a few of my fave brands & retailers that you can browse through on your own. These are all truly clean brands that cover every budget. And I'm including discount codes where able. \*some affiliate links are used

- 1) [Beauty by Earth](#)
- 2) [Elaa Skincare](#)
- 3) [Earth Harbor Naturals](#)
- 4) [Sahara Rose Skincare](#)
- 5) [Enessa Skincare](#)
- 6) [The Organic Skin Co.](#)
- 7) [Lauren Brooke Cosmetiques](#)
- 8) [Jane Iredale](#)
- 9) [The Beauty Barn](#)
- 10) [The Detox Market](#)
- 11) [Clean Beauty & Wellness](#)

#### Discount Codes:

- 1) Beauty by Earth - code **eco-soprano12** saves 12%
- 2) Ela - code **Soprano** saves 10%
- 3) Lauren Brooke - code **BRIE10** saves 10%
- 4) Clean Beauty & Wellness - code **EcoSoprano** saves 10%



## A few final thoughts..

I'm a big believer in progress over perfection, so the goal of this guide is not to inspire you to toss everything in your bathroom or vanity in the trash (because wastefulness is not very eco-conscious!), but rather to give you a starting point of where you may want to invest your money first. I also don't believe that you have to rush to be exclusively "clean" - small, baby steps can actually make big impacts on both your health and the planet.

Back when I first got into the clean beauty movement, there weren't a ton of great choices in retail stores, we had to buy the good brands online. Now, retailers like Target, Ulta, Wholefoods, and Sephora carry many of those brands in their stores which makes it much more convenient to find truly clean products.

The bottom line is that it doesn't have to be scary or costly to start making the switch to clean beauty. Start with the areas that concern you the most and work from there. Try not to get caught up in eye-catching packaging or certain marketing words. Educate yourself on ingredients so you can decide which you want to avoid most.



# *Thank you!*

I hope that this guide has provided a more clear idea of what clean beauty is and why you may want to check it out. I'll have more in-depth content like this on my site once it launches, so stay tuned!

You can also follow me on my social media channels for more clean beauty, wellness, web design, and of course, singing and music content!

*Brie xo*



## Stay in the *know!*

get on the list

[www.briezimmerman.com](http://www.briezimmerman.com)

