



INDEPENDENCE DAY

Independent skincare companies are alive and well, and poised for growth.

BY DENISE L. MANN, EDITOR-AT-LARGE

Independent skincare and beauty companies with niche products powered by unique actives are thriving, and more than 240 indie brands were showcased at the Indie Beauty Expo in New York City this year.

Here's a snapshot of some innovative new products and the companies behind them.

TRUE NORTH BEAUTY

They say mushrooms are the new kale, and True North Beauty's products are all made from wild, organic Chaga mushrooms that are sustainably harvested. Antioxidants found in Chaga, including superoxide dismutase and enzyme scavenger, help shield skin from daily environmental disruptors that contribute to aging, the company reports. Chaga also acts as a natural preservative.

True North Beauty products are sold on the company website truenorthbeauty.com, Amazon.com, and in spas, salons, and retail stores in Maine and Ohio.

PURE PRINCIPLES

Many patients want all natural deodorants today, and Pure Principle's Complete Protection Deodorant meets these needs without sacrificing odor protection. The active ingredient, Neem, is an Ayurvedic herb that is anti-bacterial and anti-microbial.

The deodorant and other Pure Principles products are available at PurePrinciples.com.

GOOD SCIENCE BEAUTY

This newbie company's carrier technology, Good Silicon+, delivers ingredients where they are needed most

and releases them slowly over time, making skincare products more effective, the company says.

The full range of Good Science Beauty products are available online at Goodsciencebeauty.com.

VISHA SKINCARE

Founded by Purvisha Patel, MD, Visha Skincare offers multi-use products, such as their All-over Hair, Face and Body Wash. This three-in-one cleanser includes cacay oil and bakuchiol, a unique isolate derived from an Ayurvedic herb that works synergistically to minimize ingrown hairs and inflammation, while improving overall skin health, the company says. Jujube bark extract, salicylic acid, plus cooling tea tree and peppermint oil revitalize the scalp and hair.

All Visha skincare products are available online at Vishaskincare.com.

FREE+TRUE

Free + True boasts a range of eight products for face and body including moonlight milk, a makeup remover, cleanser, and mask comprising Camellia oil, black cumin oil, and mango butter. All products are formulated in California using locally grown botanicals and clean ingredients.

All Free + True, products are available at freeandtrueskincare.com.

DR. NATURAL

Dr. Natural is all about soaps and lotions, such as their Almond Pure Castile Soap, which is made from coconut oil, olive oil, hemp seed oil, palm oil, natural blended almond fragrance, and organic shea butter. There are no animal ingredients, artificial

colors, parabens, or harsh sulfates in Dr. Natural's products, which the company says all come at low price points.

The website features a link to the company's Amazon store amazon.com/stores/DrNatural/node/14745834011.

KIATA LUXURY SKINCARE

An Australian brand, Kiata features certified organic skincare products. Each ingredient is derived from natural and sustainable sources, including the Kakadu Plum, a fruit native to Australia.

All Kiata products are available on the company website kiata.com.

KAKADU DREAM

Think of Kakadu Dream's product line as digital detox for skin. All products are applied at night and focus on counteracting the negative effects of blue light on skin. The namesake ingredient, the Kakadu plum, is a rich source of vitamin C.

All products are available on the company website kakadudream.com.

HIGHER EDUCATION SKINCARE

Higher education skincare products, such as MBA Night Renewing Serum with 0.5% retinol aim to teach skin to look and feel its best. The products are formulated for skin concerns and conditions affecting people in their 20s.

Higher Education Skincare products can be purchased on the company website highereducationskincare.com.

SKINBETTER SCIENCE

Although skinbetter science did not exhibit at the Indie Expo, their executive chairman, Jonah Shacknai, defines skinbetter science as an independent skincare company focused on bringing innovative niche products to market. Their newest launch is Sunbetter, a mineral-based and reef-safe sun protection line.

Skinbetter science products are only available through authorized physicians. ■