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5 Ways to Practise Clean Beauty in 2020

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‘Clean beauty’ is the latest buzzword in the world of cosmetics and makeup. The last few years has seen a dramatic rise in general awareness and concern about what is actually in the products we put on our skin. In response, the beauty industry now leans towards the clean beauty trend, which is all about choosing skincare products, makeup and hair products that are safe for both you and the environment.

The simple idea behind the concept of clean beauty? Committing to using safer, cleaner, and more natural products in your every day skin and hair routines. So, how can you clean up your beauty routine? Consider the following tips for practicing clean beauty to give your skin the treatment it deserves in 2020.

1. Tackle Your Makeup Bag

Due to the rise in popularity of the clean beauty trend, there are lots of clean, green, organic, and vegan makeup ranges out there for you to choose from! Enjoy selecting new products, and remember you don’t need to do it all at once. Vegan makeup is great for clean beauty, because it doesn’t contain any animal-derived products, while [paraben free makeup](#) offers a safe and healthy choice for your skin.

2. Learn about beauty ingredients

There is no set definition of ‘clean beauty’, and it can mean something slightly different to everyone. Nonetheless, it’s worth trying to educate yourself about the different terms used in the industry, as well as key ingredients to avoid.

For example, a product that is labeled ‘organic’ must meet certain FDA criteria, while the term ‘natural’ is not regulated at all and can be used by any company to (often falsely) advertise the product. Check the ingredients list to see whether any particular product is actually natural, and know the ingredients to avoid. These include:

- **Parabens:** A widely used preservative in all kinds of beauty products, parabens are the subject of debate when it comes to their safety for human use. Some studies have shown harmful effects.
- **Microbeads:** Microbeads often appear on ingredients lists as polyethylene or PEGs. These plastic beads tend to find their way into our oceans, and as they don’t decay, they are terrible for marine life.
- **Petroleum:** Petroleum jelly is bad for the environment because it is a non-renewable resource.

- **Formaldehyde:** It's well known that formaldehyde is bad for your health, but it's still a common ingredient in some nail varnishes, listed under the name of 'formalin'.

3. Simplify your beauty routine

Many clean beauty products have multi-purpose uses, so don't be afraid to buy one or two hero products that can be used for different things. For example, coconut oil work as a cuticle cream, body moisturizer, or lip salve.

4. Gradually swap to clean products

You don't have to throw everything out at once to start moving towards a clean beauty routine. Start with skincare products, and then gradually move on to makeup and hair care. If you switch to clean products one at a time, you'll be able to assess how your skin reacts to it – and it also won't break the bank!

5. Don't forget your hair

Hair products are often forgotten when people switch to clean beauty – but they contain some of the most harmful ingredients of all! Look for SLS-free, paraben-free products, and check that they don't contain any of the ingredients listed above.

Clean beauty is a great lifestyle choice to make, offering positive effects for both your skin and the environment. It's really all about taking control of what you expose your skin to. It will ultimately put your mind at ease when it comes to your skincare.

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