

# START SMALL

What happens when the call for sustainable living collides with your time-tested beauty routine? We check in with the industry's most interesting voices on how they're going green without making compromises

**W**hat does sustainable beauty mean? Organic ingredients? Zero carbon emissions? Recycled packaging or fair wages and ethical sourcing? There are several ways to reach this goal as long as you're reducing your impact on Earth's resources, and doing no harm to animals and humans. Instead of being intimidated by the zero-waste lifestyle movement, make mindful amendments to your beauty routine. Whether it's supporting brands with the right ethos or taking time to understand the environmental impact of your favourite shampoo, you can easily create a conscious regimen that will be sustainable for you and the planet.

## MIRA MANEK

AUTHOR AND  
WELLNESS CONSULTANT

Besides reducing plastic consumption, the UK-based slow living advocate advises us to revisit traditional practices for a more eco-conscious lifestyle. She says, "When it comes to beauty, turning to ancient wisdom can show us another way, sometimes even a better solution. If you look at ayurveda, nothing is wasted—even banana peels can be useful. Milk

that has gone off can be combed through the hair before washing. Coconut oil isn't just great for the scalp (wonderfully soothing to an itchy scalp), it's also a brilliant make-up remover. I apply oil to smudge off make-up, or wipe my face with hot water and a muslin cloth. I still use a face wash after this, but this way I need far less—these are just a few examples. There's a lot that can be incorporated in our day to day life, but I believe in taking practices that appeal and marrying them with our other daily rituals."



## ANYA GUPTA

SUSTAINABLE  
LIFESTYLE  
ADVOCATE

When she isn't working on low-waste living projects for her local community, the Chandigarh-based social media strategist can be found trying out home skincare remedies or harvesting organic produce at her farm, Aura.

**My life motto:** "Why buy when you can make? My family came up with this mantra when we moved to the farm eight years ago, and the area around wasn't as well developed."

**My beauty modus operandi:** "In the mornings, I use the Conscious Chemist Ritual Face Cleanser to wash my face and then apply The Magic Potion Aloe Moisturiser—it's a small batch brand with handmade products. I apply coconut oil as a body moisturiser and do a weekly exfoliation with a haldi-besan mix. At night, I apply a combination of coconut, castor and almond oils to my brows and lashes. Occasionally, I scrub my lips with some sugar and coconut oil."



Conscious Chemist Ritual Face Cleanser, ₹875

### ANYA'S LOW-WASTE BEAUTY ADVICE

1. "Pop in a few mint leaves in water while facial steaming for an aromatic experience, then repurpose the warm water for an at-home manicure."
2. "Use leftover coffee to create a scrub by mixing it with a hint of coconut oil, ground rice, dry mint leaves and rose petals."
3. "Flat, leftover beer makes a great hair conditioner."