



J **JUNGLE**

Rich in exotic botanicals, the Amazon is a no-brainer for sourcing efficacious natural ingredients. This season, a multitude of brands made a run for the jungle as nuts, flowers and berries of all kind pop up in everything from shampoo to blush. The hot ingredient of the moment, antioxidant rich acai berry, is the free radical-fighting feature ingredient in Tarte's Full Blossom Cheek Stain and Fresh's Sugar Acai Age-Delay Body Cream. In May L'Occitane will introduce a new sun care line using organic buriti nut oil, which has a natural SPF of 3 and boosts the protection factor of titanium dioxide. Meanwhile the Body Shop pumps up hair with its volumizing Guarana Berry line and Bobbi Brown infuses her new Creamy Lip Color with ultra-moisturizing cupuacu butter. Rounding out the South American love affair, Boots' Amazon Forest range makes the most of the rain forest's bounty with a 10-item line utilizing Brazil nut, babassu, mango, passionflower and cupuacu.

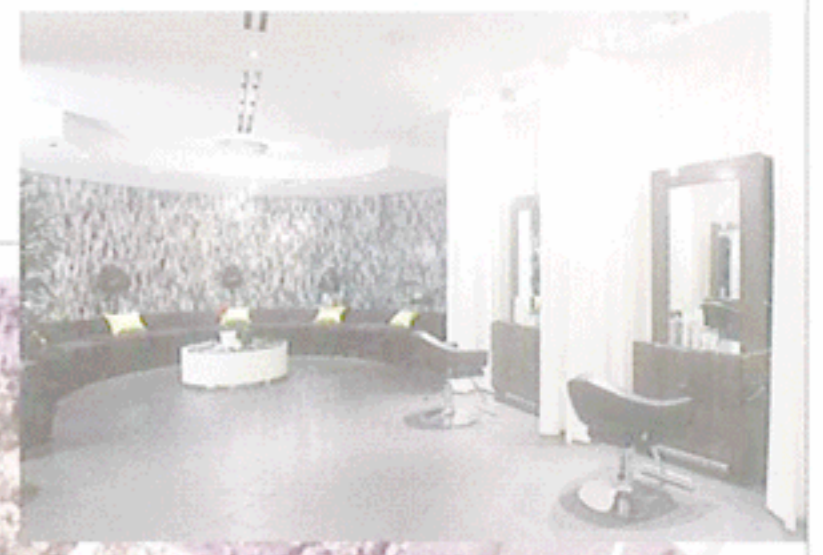
Bobbi Brown Creamy Lip Color, \$22, Bobbi Brown counters; Boots Amazon Forest Brazil Nut & Vanilla Body Wash, \$6.99, Target; L'Occitane do Brasil Buriti Sunscreen Veil SPF 30, \$22, L'Occitane; The Body Shop Guarana Berry Volumizing Shampoo, \$9.50, The Body Shop; Fresh Sugar Acai Age-Delay Body Cream, \$65, Fresh; Tarte Full Blossom Cheek Stain, \$28, Sephora.



K **KIM VO**

Hot on the heels of opening a new Las Vegas salon, celebrity stylist and master colorist Kim Vo is launching an eponymous hair care range this spring. Featuring boken, a Vietnamese botanical, as a star ingredient, the line draws inspiration from Vo's roots. "My mother was using boken she bought in a farmer's market and I discovered it was a natural silicon that adds an amazing shine to hair," says the Los Angeles-based Vo. Other Asian-sourced ingredients include the Japanese seaweed wakame, used as a shield against UV pollution in shampoos, and Chinese cabbage and tung, included for their shine-inducing and conditioning properties.

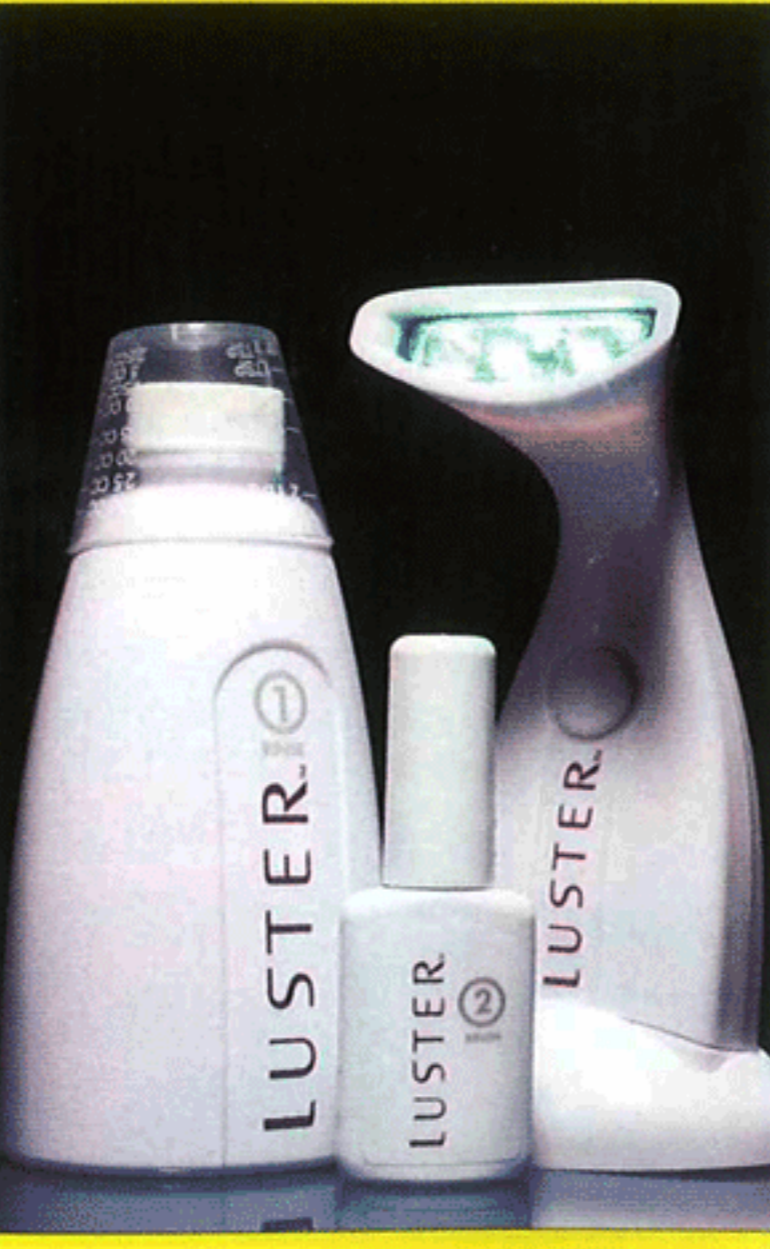
Kim Vo Perfect Polish, \$55, Sculpting Shaper, \$23, and Volumizing Shampoo, \$22, Barneys New York.



L **LUSTER 1 HOUR WHITE**

Talk about the speed of light: Luster 1 Hour White is a three-piece, over-the-counter kit that claims to whiten teeth up to six shades in as little as one hour. It's quick if not a bit cumbersome: First, users rinse with a special mouthwash to prepare teeth for lightening; next comes the whitening gel, which is brushed on each tooth. Finally, users blast teeth for two minutes with a Space Age-looking light that reportedly activates the gel, allowing for faster penetration and hence, faster whitening. The three-step process needs to be performed 10 to 20 times in a row for optimum whitening—giving new meaning to the idea of rinse and repeat.

Luster 1 Hour White, \$39.99, Rite Aid.



M **MINERAL MAKEUP**

The steady march of mineral makeup into the beauty aisle shows no signs of slowing down this season. Maybelline New York, Wet 'n' Wild, Prestige and N.Y.C. Cosmetics are all launching new lines, while Aveda, Laura Mercier and Jane are expanding theirs. Physicians Formula is upping the ante with a certified organic cosmetics line called Organic Wear. What's new this season? Wet 'n' Wild's Beauty Benefits line went deep-sea fishing for its marine-based minerals, which have detoxifying and antiaging properties, while Prestige's Skin Loving Minerals features a cocktail of vitamins, minerals and plant extracts to heal, moisturize and defend.

01 N.Y.C. Cosmetics Smooth Mineral Loose Blush Powder with SPF 12 in Almost Apricot, \$6.99, mass retailers 02 Laura Mercier Mineral Eye Colour in Graphite, \$20, Bloomingdale's 03 Prestige Shimmering Trios Mineral Eyeshadow Dust in Rose Crystal, \$11.95, mass retailers 04 Jane Be Pure Mineral Eye Lighter Shadow in Rose Quartz, \$5.99, mass retailers 05 Aveda Nourish-Mint Sheer Mineral Lip Color in Sheer Roseleaf, \$14, Aveda stores, spas & salons 06 Wet 'n' Wild Beauty Benefits Triple Fusion Eye Shadow in Sandy Beach, \$5.99, mass retailers 07 Maybelline New York Mineral Power Powder Blush in Gentle Pink, \$8.99, mass retailers 08 Physicians Formula Organic Wear 100% Natural Origin Matte Finishing & Bronzing Veil in Translucent Organics, \$13.95, mass retailers.