



# Expert curated clean and vegan beauty site disrupts 'organic' greenwashing trend

*New website fast tracks consumers search for real organic, plant-based & vegan beauty, with expert tutorials and tips on how to use, and where to buy them.*

LONDON, UK, May 12, 2017 /EINPresswire.com/ -- The average woman uses 12 beauty products a



Ethical beauty has undergone a major revamp and looking gorgeous while doing your bit for the planet is so easy now!"  
*The Numinous Magazine*

day which equals to 2,3 kilos of chemicals a year, many are absorbed via the skin into the body. Over time harmful chemicals can build up in the body and compromise health. Endocrine disrupting chemicals commonly found in personal care items have been documented to mess up hormones, fertility, cause weight gain, cancer and harm wildlife. Carcinogenic ingredients are found in 20% of beauty products, including those with 'pink labels' to 'fight cancer'. Visit [why-switch](#) for more info or watch the 2 min film below.

Supporting health, a cleaner environment and animal rights are key consumer reasons to buy organic, plant-based and vegan beauty, driving Global Natural Beauty Growth at 10 percent. Unfortunately lack in legislation means brands are green-washed. Without a certification logo phrases such as 'organic' might disclose as little as one percent organic ingredients. Only by scanning individual product labels and companies ethics can the consumer find true ethical products, a potentially confusing and time consuming thing to do.

In response celebrity make up artist Nat van Zee founded [www.vanzeebeauty.com](http://www.vanzeebeauty.com) a curated clean beauty site with authentic organic, plant-based and vegan beauty products, expert tips and tutorials on how to use, and where to buy them. All ingredients and beauty brand ethics have been vetted, selecting only the purest natural, organic and vegan products that perform safely and are kind to animals and the planet. [Ask The Expert](#) is a personal clean beauty recommendation service, available via email, Skype or in person.

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This press release can be viewed online at: <http://www.einpresswire.com>

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