

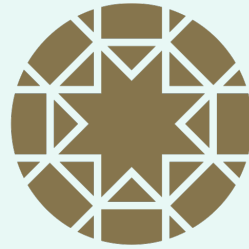
**HOUSE OF LIFE**  
LONDON  

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ORGANIC

**‘Organic skincare solutions for 21st century living’**

Inspired by ancient herbal remedies  
Approved by modern science



**HOUSE OF LIFE**

LONDON

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ORGANIC

**PRESS BOOK**

PRINT

# SCIENCE OF BEAUTY

Photography DAVID EDWARDS Words EMMA WHITE TURLE

**With the demand for natural skincare growing at a rate of knots, we meet the green alchemists who are responsible for the industry's most innovative products to date**



Science and nature join forces to create a new crop of wonder-products

Skincare has come a long way since the days of lotions that had to be kept in the fridge and creams that separated after a week or two. Fortunately, science and technology have evolved to help us harness the power of nature's naturally occurring skin saviours.

We don't have to choose between nature and science, or environmentally friendly botanicals and reliable man-made products. As a result, the industry is awash with wonder-products created using natural ingredients and clever science. And they just keep getting better. We explore the latest yield in innovative skincare that brings us the best of both worlds.

#### OILS

Science has helped to prove that oil can penetrate deep skin layers and is as effective as chemical-driven treatments, although results are often visible later. House of Life has launched the Equalize Anti-Wrinkle Organic Face Oil, £47.50, with 100 per cent organic content, which softens wrinkles and, with the natural scent of Rose Otto, equalises moods and reduces stress. Deborah Phan, the founder of House of Life, explains: "Science has proved that natural methods can be as effective and, in some cases, more effective on our skin than chemical-driven skincare solutions in the long run. One of the key benefits of using natural skincare or skin treatments is that there are fewer side effects."

#### ANTIOXIDANTS

We know that ingesting antioxidants via food is good for you, but applying them topically (to your skin) can have great benefits too. One of

the greenest brands on the market, Caudalie, has launched Pace Lifting Soft Cream, £39, which uses potent antioxidants to counteract skin damage. In 2015, Caudalie and Doctor David Sinclair of Harvard Medical University filed an anti-wrinkle firmness patent; it is the synergy between Wine Resveratrol and a complex of microhyaluronic acid (skin-plumping acid), Resveratrol, taken from grape vine stalks, is a potent antioxidant that has been proved to significantly reduce damage caused by the environment and stimulate the production of new healthy cells.

#### PROBIOTICS

Probiotics are something that we know help our gut health, but Claire Vero, founder of Aurelia Probiotic Skincare, has created a unique range containing them. They are scientifically proven to reduce inflammation in your skin, boosting collagen production at a cellular level, along with ethically sourced 100 per cent BioOrganic botanicals with a strict "free from" chemical ingredients philosophy. Claire says, "I have spent many hours in the lab to ensure the science behind my skincare offers women the best age-prevention technology out there. I loved tweaking and refining our prototype formulations until they were just right; the perfect balance between science, nature and luxury." The newest addition to the range is the Firm and Replenish Body Serum, £38, which launches next spring. "This revolutionary texture delivers antioxidants and omegas where you need them most, and the steam distilled essential oils rebalance and relax the mind, as well as the body."

#### MICROALGAE

Microalgae love extremes; surviving in the harshest of environments, from the depths of the deepest oceans to the highest of altitudes. The regeneration of these organisms has been harnessed by scientists to deliver remarkable results on the lines and the brightness of skin

tone. Alginate is a US brand that has gone all out to give us effective natural skincare. Using biotechnology, it has given us the remarkable benefits of microalgae with its Elevate Firming and Lifting Serum, £75. It contours the lifting of your skin on the face and neck, hiding some of the ravages of the summer sunshine.

#### ACIDS

Dr Gary Goldstein is the creator of the first physician strength, natural skincare line. From his dermatology clinic in southern Florida, he has created the line Goldfaden MD using state-of-the-art technology and active plant cells to deliver a range that has remedies for a host of skin concerns. He found that ferulic acid increases the blood flow to the superficial tissues and firms the skin, hence his Brightening Serum, £72, is excellent for repairing and leaving you with a flawless complexion. Other brands are following suit. The floral waters and hyaluronic acid of the Revitalising Beauty Booster, £22.50, from OM Skincare, make it the perfect multi-use, youth-giving product.

Dr Om Pravarisa says: "What really makes these so innovative is that beauty boosters allow you to tailor your skincare routine. Use it as a rescue remedy or to supercharge your current skincare product." Anne Semosin's latest offering also relies on acids in the new Super Active Cream, £39, to promote a Botox-like boost to prevent wrinkles. "The peptide is synthesised from six natural amino acids. Science derives this active formula from natural ingredients."

The development director of Anne Semosin, Anne Nguyen, sums things up. "The green chemistry (where science meets nature) is an ongoing revolution. I believe that both efficacy and sustainability are key to consumers, so these two parameters will play a big role in the development of natural and nature-inspired ingredients. But the performance of a formula is not only based on innovative actives; it requires the synergy of raw materials and formulation techniques." So while skincare looks to nature for its next breakthrough – it's science that opens the door between the two worlds.



1. ANNESEMONIN Super Active Cream, £39 2. ALGINIST Elevate Firming & Lifting Contouring Serum, £75 3. HOUSE OF LIFE Equalize Anti-Wrinkle Face Oil, £47.50 4. CAUDALIE Resveratrol Lift Lifting Soft Cream, £39 5. OM SKINCARE Revitalising Beauty Booster, £22.50 6. GOLDFADEN MD Brightening Serum, £72 7. AURELIA Firm and Replenish Body Serum, £38 (launching next spring)

TONIANDGUYWORLD

TONIANDGUY.COM

October 2016 issue -  
Toni & Guy Magazine (Print)  
Circulation: 100,000



## Spa spy Taster menu

If you're not sure what you fancy – or what your body needs – the Little Bit of Everything package does exactly what it says on the tin

### The treatment

A Little Bit of Everything at Zen Lifestyle, E138. This salon, which has three venues in the capital, has just re-launched and rebranded to celebrate 15 years in business.

### Why go?

If you can't make up your mind, this is the treatment for you. Over approximately two hours, it includes a 30-minute aromatherapy or deep tissue massage, a 30-minute Dr Murad Taster Facial, an Express Pedicure and a Spa Manicure.

### Our spy says

It's pretty difficult to find a spa in Edinburgh that's open as late as Zen. I rock up after work, at 7pm-ish, and their nail bar is bustling with a post-office crowd.

Into one of their warm treatment rooms a dry package begins. First is the back massage. In my consultation, I'd explained to my therapist that I'm not really that bothered about pedicures, partially because my feet are a challenge to make beautiful, since they resemble the paws of an ultra-marathon-running diplodocus.

Instead, she kindly offers to extend the back massage, so I got nearly an hour of an intense rub-down, with medium pressure.

After this bit, there's the facial, which is tailor-made to your skin type.



Like my feet, my facial skin is pretty obscene, so my therapist used some of Dr Murad's orange-scented Essential C products to revitalise a wintry grey pallor. There's a styling mask, gentle scrub and lots of pleasingly fruity scented products, all of which lulled me to the cusp of a slumber.

Then – wakey, wakey – once I'm dressed, it's back out into the bright and lively nail bar, with its view onto Hanover Street. They stock CND Vinylux nail polish here, with a spectrum of colour shades up on one of their shelves. Un-moved by girly shades like Lavender Lace or Pink Bikini, I go for my usual grey shade of Asphalt. After my cuticles have been dissolved and gently pushed

back, and nails have been filed to perfect edge-shaped ovals, it's on with two coats of this glossy hue.

I try to get to move for 10 minutes, to allow them to dry properly, then I'm decanted onto Hanover Street, feeling a soupçon more glamorous and relaxed.

### The results

You know what they say about a little bit of what you fancy. It does you good, even if the feet are still under wraps. ■

Zen Lifestyle, 84 Hanover Street, Edinburgh. 0131-616 6764; also at 9 Bruntsfield Place and 2-3 Teviot Place, zen-lifestyle.com

## WHAT'S NEW

### Heaven scent

When it comes to budget scellies, you can't do much better than Herbal Essences hair products. We're intrigued by its latest line, the limited edition Memorable Fragrance Collection, which includes Gardenia, Freesia and Peach Blossom shampoos and conditioners, all £3.99 each.

[www.herbalescences.com](http://www.herbalescences.com)



### Christmas countdown

Celebrate the arrival of a Charlotte Tilbury counter at Glasgow's House of Fraser – oh, and Christmas – with this brand's fancy new World of Luxuries Advent Calendar, £150. Instead of bad quality chocolate, it features 12 drawers, each containing a travel size product, from a mini Magic Cream, to Wonderglow Anti-Ageing Primer and an exclusive Pocket Pout lipplip in Jessica Red.

[www.charlottetilbury.com](http://www.charlottetilbury.com)

### In the black

Maybe they need to change the name of Black Friday, since so many discounts have continued into this weekend. Superdrug, for example, has various offers running in store and online until the end of Tuesday 29 November, including a pair of Tresemmé Smooth Control Straighteners (were £59.99, now £23.99), the Colgate C250 Electric Toothbrush (was £49.99, now £17.49) and the Braun Wet and Dry Shaver 340 (was £99.99, now £39.99).

[www.superdrug.com](http://www.superdrug.com)



The Scotsman Magazine

Fairytale of New York  
How Magic  
of the Real World  
brings us a world  
of romance, magic  
and more

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www.scotsmanmagazine.com

26 November 2016 -  
The Scotsman Magazine (Print)  
Circulation: 20,304

## THREE OF THE BEST

### Soothing effect

If your skin is tight, burny and sensitive, then invest in this kit from this popular French pharmacy brand. It contains full sizes of a very gentle milky Dermo Cleanser, a Thermal Spring Water to alleviate discomfort and refresh, plus its Ultra moisturiser, with shea butter, glycerin and neurosensine (an anti-inflammatory). Expect a comfy complexion all winter long.

Toleriane 3-Step System, £22.50, La Roche-Posay, [www.laroche-posay.co.uk](http://www.laroche-posay.co.uk)



### Georgia on my mind

We've been seduced by the products from this new luxury and organic skincare range, created using ingredients from Georgia (Eurasia, not US) by natural medicine doctor Lali Gogitidze. This cream smells so luxurious and deliciously heady with ingredients including ylang-ylang, and has a really soothing, rich and protective texture to suit the season.

Vivace Complete Skin Day and Night Face Cream, £79, House of Life London, [www.houseoflondon.com](http://www.houseoflondon.com)

### Hero haul

We had to show you this bargainous set, which has just landed on Origins counters. It contains a couple of our favourite hero products from this brand, including a full size of Checks & Balances Prothy Face Wash and Make a Difference moisturiser. Apart from the mini Super Spot Remover, the rest are 30ml sizes, and they've checked a facial brush in there. Apparently, it's a haul worth £109. Stash away for when you know what comes round and some one special needs a gift.

The Origins Box Set, £45, Origins, [www.origins.co.uk](http://www.origins.co.uk)







# BEAUTY

Energise your skin, strengthen your hair and discover new beauty brands this month.

Get the gloss factor by plumping and smoothing hair with protein-packed keratin products



## HEALTHIER HAIR IS YOURS

When it comes to improving your hair's condition during winter, look for products containing keratin, a fibrous protein that penetrates your hair to rebuild it inside and out. 72 Hair's new haircare products use a gel-based keratin to reduce breakage. The

latest goodie in the range is Intense Replenishing Mask (£24.99, 72hair.com). Or try Dove's new Regenerate Nourishment range, which contains keratin repair essence, plus nourishing red algae. It includes a Serum-in-Oil (£6.99, dove.com).

# 3

OF THE BEST...  
new natural skincare brands

Discover a world of new creams, oils and serums to hydrate and tone.



HOUSE OF LIFE is an organic range of anti-aging products that offers concentrated levels of active ingredients. The range includes clay and night cream, facial oil and a body oil. Guiltless Completion Face Oil (£49.50, houseoflife.com) is perfect for tackling fine lines.

LOVEGROVE ESSENTIALS, founded by a mother and daughter duo, is a handmade collection of products that uses natural ingredients and sustainable processes. It includes a Cleansing Balm, which can double up as a hydrating mask, Toning Mist, Healing Tonic Serum, which can be adapted for a massage oil, and Moisture Cream from £34, lovegroveessentials.com.

THE ORDINARY stands out for its stance on 'clinical' formulations with integrity. This brand shuns filler for hardworking ingredients and technologies and offers products that do exactly what they say on the tin, such as Exfoliating Retinol 2% to tackle signs of ageing. (£4.90, £12.70, ordinary.com)



**LOOK YOUNGER IN AN HOUR!**  
Darphin Instant Illuminating Facial (£65 for 60 mins, 30- and 90-min versions available, darphin.co.uk). Tested by Top Santé editor Katy Sunnasse.

This energising facial infuses skin with vitamins and essential oils to revive your complexion and deliver a glow. 'The massage technique used is a crucial part of achieving the lifting, plumping effects,' says Katy. 'Long, firm, deep-tissue strokes ran from my chin, round my mouth, alongside my nose and up to my forehead, as well as sideways strokes across my cheeks and neck. 'When the hour was up, my face was transformed: softer, more radiant and fully moisturised.'

## BEAUTY HERO OF THE MONTH

Vincent Longo Lip and Cheek Gel Stain (£18.50, cultbeauty.co.uk).

A water-based stain for a healthy flush – move layers equal a deeper colour!

Water-resistant and long lasting so you won't need to keep reapplying.

Vitamin E enriched to keep your skin soft

Free from oil, parabens and gluten, plus hypoallergenic, making it ideal for sensitive skin.

Available in three shades – shown here in My Sunshine.



WORDS: NAHARIL KUMAR PHOTOGRAPHY: SHUTTERSTOCK GETTY

January 2017 issue -  
Top Sante (Print)  
Circulation: 42,506



# THE NEW NATURAL

Want fewer synthetic chemicals in your skincare, but not sure what to look for? *Grace Timothy* separates the eco fact from fiction

**B**ack in the 1990s, our idea of “natural” beauty was an ecofriendly body butter you’d buy from the Body Shop to save a square foot of rainforest somewhere. Since then, the demand for more natural and organic beauty options has grown: the Soil Association’s annual report suggests sales of certified organic health and beauty products grew by 21.6% to £54.2m in 2015. Another survey last year found that almost 95% of UK women said they would use natural over synthetic if the results were comparable. It’s no wonder, given the advances in the field. All the beauty buzzwords you might think are confined to chemical lines are now also present in natural alternatives – BB creams, acid peels, kombucha (a cult ingredient in Korean face masks) – and they’re all up to scratch.

However, it’s not always straightforward to go *au naturel*. It’s a multimillion-pound industry that’s still unregulated, so plenty of companies may use the terms “natural” and “organic” on their products, but there’s no way to know if they’re telling the truth. “Food brands cannot put the word ‘organic’ anywhere on their packaging if it’s not independently certified, but there’s no compulsory certification for beauty companies,” says Sarah Brown, founder of Pai Skincare. “Many ‘natural’ products can contain as little as 1% natural ingredients, and the rest is synthetics or common irritants.”

So, how to navigate your way? For starters, look for a certified organic symbol. “Two of the highest-requirement seals are the UK’s Soil

Association and the US Department of Agriculture,” says Imelda Burke, founder of the organic and natural apothecary Content. Both organisations require a minimum of 70% organic ingredients (farmed or produced without the use of chemical fertilisers, pesticides or artificial chemicals) before they will certify a product. Earlier this month, the Soil Association joined the new, Europe-wide Cosmetic Organic Standard. Cosmos, in an attempt to set up an international standard for organic and natural products. Meanwhile, the global big-hitter is Natrue, which requires 100% natural and naturally produced ingredients as the baseline for entry, with no GMOs, synthetic ingredients or artificial additives.

Even at the highest levels of certification, you’ll often find “nature-identical” synthetics that help to lengthen the shelf life of the product. Some brands also favour wild ingredients such as baobab seed oil, which can’t be certified as organic because they’re not grown in a controlled environment. So if you want to be a true eco-warrior, look at the back of the bottle: “You want plant names in the top two-thirds of the ingredients list,” Burke says. “Then scan the rest for those not sanctioned by most certifications, such as phthalates, parabens, sodium laureth sulphate, mineral oil, polyethylene glycol, formaldehyde and methylisothiazolinone. Apps such as Think Dirty and EWG can also help you to check any ingredients you’re not sure about.”

Fortunately, there are plenty of products out there that can deliver as good a result as your normal make-up, but with a more environmental conscience – who wouldn’t want that? ●

## KEEPING IT REAL

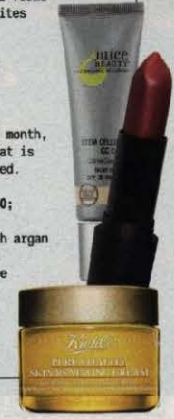
**Juice Beauty Stem Cellular CC Cream, £42; naturisimo.com**  
A moisturiser-serum-primer hybrid. “This is the product I reach for when treating tired, dull, dry skin,” says the “cruelty-free” make-up artist Justine Jenkins.

**Inika Certified Organic Vegan Lipstick in Pink Poppy, £18**  
Certified by the Australian Organic Food Chain, this contains at least 70% organic ingredients.

**House of Life Quiescent Completeskin Anti-Ageing face oil, £50**  
Made with 100% natural forms of anti-ageing favourites such as collagen.

**Kiehl’s Pure Vitality Skin Renewing Cream, £49**  
This new anti-ageing moisturiser, out next month, contains a formula that is 99.6% naturally derived.

**F Miller body oil, £40; la-gent.com**  
Unisex oil packed with argan oil, which is rich in antioxidants, and free from synthetics, preservatives and additives. Leaves skin with a clean, zesty scent.



22 January 2017 -  
Sunday Times Style (Print)  
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28 January 2017 -  
The Herald (Print)  
Circulation: 32,141

## BEAUTY COOL TO BE KIND

On the edge of February it's time to buff and nourish parched winter skin, hair and lips back to optimum health and vitality. Be kind to yourself and turn to invigorating exfoliants, intense emollient creams, nutrient-packed serums and beautiful balms to make the tail-end of winter a little bit more bearable.

Aesop Redemption Body Scrub, £25 (180ml); Aveda Dry Remedy Daily Moisturising Oil, £21 (30ml); Lucky Cloud Coconut Lip Butter, £4 (10ml); Anne Semonin Nude Body Scrub, £75 (200ml); House of Life Symmetry Complete Skin Day and Night Face Cream, £79 (50ml); Anne Semonin Extreme Comfort Body Cream, £50 (150ml); Origins Plantscription Powerful Lifting Concentrate, £52 (30ml)

STOCKISTS: AESOP (AESOP.COM); ANNE SEMONIN (ANNESEMONIN.COM); AVEDA (AVEDA.CO.UK); HOUSE OF LIFE (HOUSEOFLIFE.LONDON.COM); LUCKY CLOUD (LUCKYCLOUDSKINCARE.COM); ORIGINS (ORIGINS.CO.UK)



STYLING AND WORDS: EVA ARRIGHI PHOTOGRAPH: JAMIE SIMPSON



# etc

## LIVE FOR THE WEEKEND

BEAUTY ★ FASHION ★ INTERIORS ★ TECHNOLOGY ★ FOOD & DRINK ★ GARDENING ★ OUTDOORS ★ TRAVEL ★ TELEVISION

### BEAUTY FRESH START

Bright summer light means your skin demands a higher level of clarity. Double cleansing, high-tech cell-renewing oils and a trio of lip-top moisturisers ensure radiance while the Pantone Shade of the Year Greenery is evident in Bonellif's Firming eye serum and wraps up Fresh's divinely scented soap. Face the summer renewed and revived.

**Back, from left** Ren Clean Skincare Global Protection Day Cream, £28 (50ml), Space NK, Bonellif Firm It Up Eye Serum, £31 (15ml), Debenhams and House of Fraser, ReVivo Rescue Elixir Anti-Aging Oil, £200 (30ml), Space NK, House of Life Vivace London Complete Skin Day & Night Cream, £79 (50ml), House of Life London  
**Front, from left** Pixi and Caroline Hiron Double Cleanse, £24 (100ml), Marks and Spencer, Fresh Waterlily Soap, £14, Fresh, Liz Earle Skin Repair Moisturiser, £20.25 (50ml), Liz Earle and John Lewis

STOCKISTS: DEBENHAMS (DEBENHAMS.COM), FRESH (FRESH.COM), HOUSE OF FRASER (HOUSEOFFRASER.CO.UK), HOUSE OF LIFE LONDON (HOUSEOFLIFELONDON.COM), LIZ EARLE (LIZEARLE.COM), JOHN LEWIS (JOHNLEWIS.COM), MARKS & SPENCER (MARKSANDSPENCER.COM), PRO BEAUTY (PROBEAUTY.CO.UK), SPACE NK (SPACENK.COM)



STYLING AND WORDS: EVA ARRIGHI PHOTOGRAPH: KIRSTY ANDERSON



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14th October 2018

YOU Magazine (Main)

Reach: 1,065,958



**BEAUTYKNOWHOW**  
Edwina Ings-Chambers

**THERE'S A BUZZ ABOUT HERBALISM**  
The study or use of the medicinal properties of plants – herbalism – is in the beauty spotlight. This year has seen the launch of Anatomic (anatomic.co), with its supplements, therapeutic oils and nutritional potions created with a panel of herbalists, nutritionists and sports scientists. Then there was the opening of Cloud Twelve (cloudtwelve.co.uk), a family members' club and wellbeing destination in London offering a herbalist treatment room and consultations by founder Jenya Emets. And we're loving the House of Life skincare, an all-natural, organic, preservative-free range founded by Deborah Craven-Smith-Milnes working with a herbal doctor. The popular No 13 Intense Body Repair (below) is £69 at [houseoflifelondon.com](http://houseoflifelondon.com).

## If you're suffering from candle BURNOUT...

Diffusers may have been a slow burner when it comes to popularity but they are creeping up on their scented candle rivals, according to market research company Mintel. And new focus on their look – and the addition of tech – could be behind it. According to Space NK, the art-like **Diptyque Hourglass diffuser** (£125, [spacenk.com](http://spacenk.com)) was a sellout when it launched.

Anya Hindmarch, known for bringing some whimsy to the handbag world, has also entered the arena. After applying her alternative approach to candles last year, she's launched her first diffuser, aptly called **This is Not a Pencil Pot** (right, £99, [anyahindmarch.com](http://anyahindmarch.com)). The pots come with amusing faces and instead of using reeds, the fragrance (choose from Chewing Gum, Lollipop or Pencil Shavings) is drawn up the ceramic 'pencil'.

Another sellout, **Neom Wellbeing Pod** (£90, [neomorganics.com](http://neomorganics.com)) claims to help you sleep better, reduce stress and lift your mood. It diffuses essential oils within minutes but can be programmed to keep going for an hour and boasts an LED light. It is expected to be available again in November so check the website. Recently launched, **Rituals Perfume Genie** (left, £99, [rituals.com](http://rituals.com)) can be controlled via an app so you can even fragrance a room before you get home with one of five fragrance cartridges (£35, [rituals.com](http://rituals.com)).

Alternatively, Culti – founded by Alessandro Agrati, the man who invented the first reed diffusers – has a new fragrance: fig-based **Oficis** (£105, Harrods), perfect if you want to stay classic.





### A true saviour for damaged hair

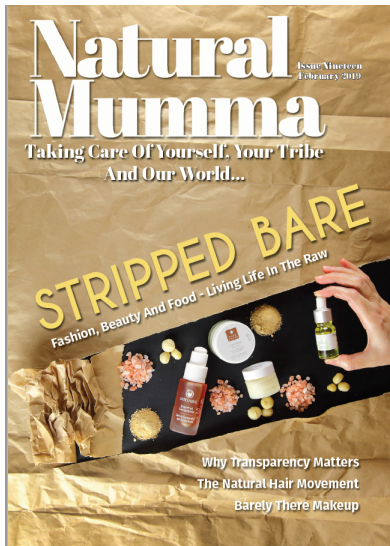
The beauty biz is abuzz with the arrival of Virtue haircare from the States. It contains a patented form of the protein keratin, which had been developed to heal battlefield injuries. By chance, it was found to have incredible results with repairing damaged hair. Tests have shown Virtue's Alpha Keratin 60ku products give a 67 per cent reduction in frizz, an increase in colour vibrancy of 138 per cent and an improvement in the thickness of each hair by 22 per cent. Diagnose your hair needs at [virtuelabs.com](http://virtuelabs.com) then shop at [cultbeauty.co.uk](http://cultbeauty.co.uk) or at top colourist Nicola Clarke's John Frieda salon. Prices from £12.



BEAUTY ASSISTANT: ALICE ROBERTSON; PHOTOGRAPHS: NATASHA PIZZICCHI

14 OCTOBER 2018 [YOU.CO.UK](http://YOU.CO.UK) 11





February 2019

Natural Mumma (Main)

Reach: 45,000

# Pure Beauty

Our pick of the best natural products using minimal ingredients for maximum impact

**Organic Surge**  
**Brightening Hot Cloth Cleanser**  
 Rose, orange, geranium, shea butter and aloe vera are beautifully blended together in this creamy cleanser. It leaves your skin feeling soft, refreshed and hydrated and is gentle enough for even the most sensitive of skin types. Ideal for removing makeup, as well as waking your skin up first thing.

**House of Life**  
**No32 Face Repair Cream**  
 House of Life are all about simplifying your skincare routine and limiting the number of ingredients that you use on your skin. Their ingredients are natural and sourced from local sustainable suppliers. Their no 32 moisturiser and serum blend instantly improves the skin's texture and appearance.

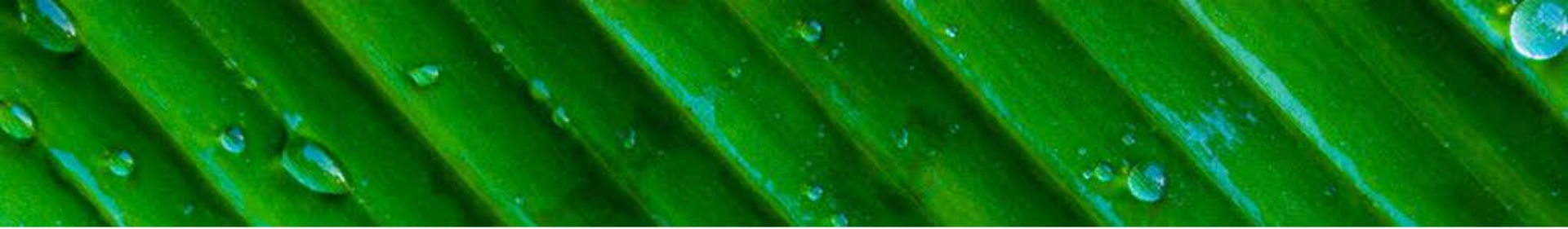
**The Natural Deodorant Co**  
**Gentle Deodorant Cream**  
 The combination of magnesium oxide and white clay effectively deodorises while keeping you dry. The gentle yet uplifting citrus scent adds to the appeal, and the soft buttery texture means that this deodorant is not only easy to apply but it leaves your skin feeling soft and nurtured.

**MooGoo**  
**Irritable Skin Balm**  
 Gentle enough to use even on a baby's skin and effective enough for adult use too. This skin balm instantly soothes, softens and absorbs quickly leaving you with smooth, hydrated and nourished skin. MooGoo use natural edible oils for gentle products that really work.

**Fitzjohn Skincare**  
**Rejuvenating Oil**  
 This oil is all about improving your skin's elasticity and luminosity. Packed full of vitamins and omega oils, it packs a powerful punch as it softens and delays the signs of ageing. It absorbs quickly leaving you with a glowing radiance and no unwelcome oiliness.

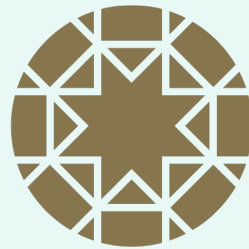
**Fresh Therapies**  
**Nourishing Nail Elixir**  
 This brilliant oil contains four powerful ingredients to keep your nails strong, conditioned and glowing with health. With antiseptic properties to heal, this oil can be used as often as you like, but is ideal just before bed so it can work its magic through the night.





Online





**HOUSE OF LIFE**

LONDON

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ORGANIC

**PRESS BOOK  
ONLINE**

# Bites: Wallpaper's pick of the latest grooming, food and technology goings-on

LIFESTYLE / 18 NOV 2016

t f g+ p in



House of Life  
12 September

▶ ⌂ ■■■ 37 OF 107

Combining the wisdom of the past with the innovation of the present is the philosophy at the heart of the new skincare range 'I house of Life'.

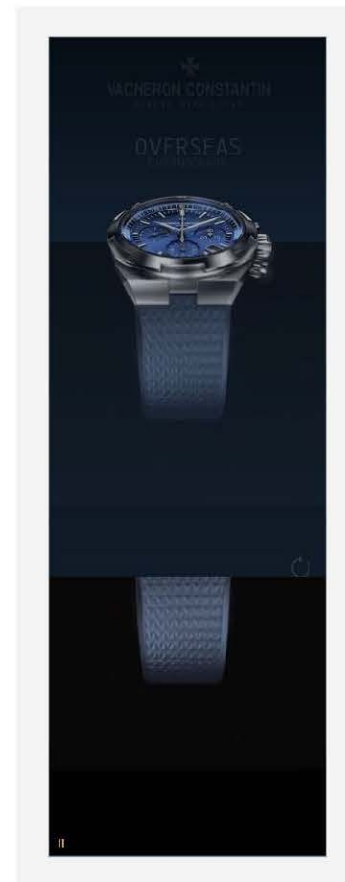
Taking its name (and cue) from an Ancient Egyptian institution that first documented the discoveries of health properties in plant life, House of Life's anti-ageing formulation is comprised of naturally medicinal ingredients mined from Georgia's herbal gardens.

Promoting purity, it has a high oil to water ratio in its formulations, infusing a wealth of nutrient rich herbs, fruits and vegetables to enrich and enliven the skin. The range is comprised of four organic anti-ageing oils, one body oil and three distinctly fragranced multi-action day and night anti-ageing creams.

*The House of Life skincare range, from £19; [www.houseoflifelondon.com](http://www.houseoflifelondon.com)*

Writer: Adam Chapman

t f g+ p in



# Wallpaper\*

18 November 2016 -

Wallpaper (Web)

Reach: 850,000



# RAINING CAKE



## 5 FACE OILS FOR RADIANT SKIN

23rd April 2017



### HOUSE OF LIFE QUIESCENT COMPLETESKIN ANTI-AGEING FACE OIL

If anti-aging properties is the main point you look for when investing in face oil, **House of Life** is the brand I would recommend, especially the *CompleteSkin* range which is focused on anti-aging. Filled with nutritious botanicals, this face oil boosts elasticity, firms the skin and improves overall radiance. A little goes a long way with this one also, so it will definitely last and the scent is incredible, it's so soothing and relaxing, I love it!



"Has the winter left your skin looking and feeling dry?" I always feel that the cold weather strips the radiance from my skin and leaves it looking dull and lifeless. However, finding a good face oil has helped me combat that dreaded winter dull and with complexion boosting properties, my skin stays soft, smooth and hydrated in all conditions. In today's post, I am sharing five of my favourite face oils that, have not only given my skin a massive radiance boost, but has also improved the texture and overall brightness.

# RAINING CAKE

24 April 2017 -  
Raining Cake (Blog)  
Reach: 7,300

# LUST LIST The perfect springtime dress and some statement headphones... here's what we're lusting after today

Start your week off right with some of these mood-boosting buys

by Sarah Mooney

23rd April 2018, 7:00 am | Updated: 23rd April 2018, 2:16 pm



COMMENT NOW

GET over your Monday blues and take some time to check out Fabulous's top picks for the week ahead.

Today's the day to treat yourself and why not start with the perfect pair of bluetooth headphones and some refreshing fruity iced tea.



23 April 2018 -  
The Sun (Web)  
Reach: 17,656,980

Get the glow



Finally, we've been indulging our taste for the finer things in life with this luxe face cream from **House of Life** London.

The award winning moisture and serum blend promises to firm, tighten and brighten the skin – and we can't say no to that!

● Face Repair Cream, £85, **House of Life** London – Buy now

# LIVE FOR THE WEEKEND

## BEAUTY SOFT & GENTLE

While full-on make-up and hair looks turn heads, sometimes you just want a gentle, soft, subtle effect. Well, here are a few things that quietly enhance your natural look.

Benefit continues its brow journey with a highlighter that helps to bring a natural sheen to eyebrows, which can be a bit harsh and matte when blocked in with powder. It's also developed an extremely flattering soft focus foundation which is well worth seeking out.

Pixi Beauty's new Glow-y Gossamer Duo is as sheer as the title suggests, and buffs out beautifully, as well as working as a molten highlight, making it a dream to use.

While House of Life has long been on our skincare radar, a repackaging exercise only makes this organic and vegan-friendly cosmeceutical brand all the more covetable. On the other side of the spend spectrum, Schwarzkopf's hairspray creates a long-lasting natural hold at a price you'll love.

- Benefit Hello Happy Soft Blur Foundation, £25.50, 30ml, at Benefit and major department stores
- House of Life No31 Face Repair Cream Complete Skin, £85, 50ml at House of Life and Face The Future
- Schwarzkopf Oh-So-Natural Flexible Hairspray, £3, 300ml at Boots and Sally Beauty

- House of Life No7 Intense Radiance Boost Active Oil Blend, £45, 15ml at House of Life and Face The Future
- Pixi by Petra Glow-y Gossamer Duo Highlighter, £22, at Pixi Beauty, House of Fraser and Marks & Spencer
- Benefit 3D Browtones Subtle Brow-Enhancing Highlights, £20.50, at Benefit and major department stores

### STOCKISTS:

BENEFIT (WWW.BENEFITCOSMETICS.COM) BOOTS (WWW.BOOTS.COM)  
FACE THE FUTURE (WWW.FACETHEFUTURE.CO.UK)  
HOUSE OF FRASER (WWW.HOUSEOFFRASER.CO.UK)  
HOUSE OF LIFE (WWW.HOUSEOFLIFELONDON.COM)  
MARKS & SPENCER (WWW.MARKSANDSPENCER.COM) PIXI BEAUTY (WWW.PIXIBEAUTY.COM) SALLY BEAUTY (WWW.SALLYBEAUTY.CO.UK)



STYLING AND WORDS: EVA ARRIGHI PHOTOGRAPH: KIRSTY ANDERSON

11 August 2018

The Herald (Scotland)

Reach: 25,869





## House of Life Complete Skin No.31 Natural Face Repair

The GHI's Tried & Tested review of the House of Life Complete Skin No.31 Natural Face Repair

The Good Housekeeping Institute Team 15/02/2019



HOUSE OF LIFE

Overall score: 72/100

Tested December 2018

The House of Life Natural Face Repair is a 2-in-1 moisturiser and serum which aims to reduce lines and deep wrinkles, enhance radiance and reduce the appearance of rosacea, acne and age spots. With geranium rose infused essential oil to help revitalise the mood, suitable for all skin types, the Natural Face Repair also contains UV protection.

More info

Available from: [houseoflifelondon.com](http://houseoflifelondon.com)

Price when tested: £95.00

### GHI Expert Verdict

94% of testers found this product easy to apply, with 88% saying it easily spread across the face. The serum had a soothing effect on skin, which testers appreciated. 78% said the appearance of their skin looked better after the test period and 73% saw a visible reduction in their skin redness, commenting that skin-tone looked more even. Testers would've liked the serum to contain added fragrance, as some noticed it had a slight musky scent.

### Ratings

- Ease of use: 4.5/5
- Design: 4/5
- Instructions: 5/5
- Performance: 4.2/5

### We Liked

- Fell soothing on skin
- A few testers found that it reduced redness
- Easy to apply

### We Didn't Like

- A few testers disliked the scent
- Slightly greasy
- One tester found that skin felt tight after use

All product information provided by the manufacturer is correct at time of publication.

13<sup>th</sup> February 2019  
Good Housekeeping (Web)  
Reach: 1,700,000

# House of Life London: Intense Age Spot repair - review

Keep those tell-tale signs of aging at bay with this luxurious and wonderfully scented serum

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By **Derbyshire Live**  
19 FEB 27 FEB 2019 | UPDATED 19 FEB 27 FEB 2019

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House of Life London: Intense Age-Spot repair

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Dark spots and hyperpigmentation are, for many of us, unwanted but inevitable signs of aging.

But we don't have to roll over and let age spots rob us of our radiance.

House of Life London's intense age spot repair has been designed to do battle with them on our behalf.

The brand has developed a wonderfully intense serum - suitable for all skin types - that is loaded with age spot fading factors.

And after using the serum twice a day for a week I can attest to its effectiveness.

Two small but noticeable dark spots above and at the side of my eyes have, within the space of seven days, faded. And who knows how they'll look with continued use of this power product.

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27th February 2019

Derbyshire Live (Web)

Reach: 40,000