

# Women's Health

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## UNCHARTED WATERS

Let this soak in for a second: Every day that goes by, water gets closer to becoming a nonrenewable resource on this planet—so what is it doing taking up so much space in your skin-care routine? There's a wave of smarter products and strategies that, without compromising your skin, help you make every last drop count.

BY KAYLEIGH DONAHUE HODES



THAYER/ALISON GOWDY/AUGUST





# Y

You recycle plastic, rock a wind-powered energy plan, and take meticulous care of that precious resource known as your Adidas by Stella McCartney leggings. But...water? Chances are, you disregard it daily without realizing it. And it's a big deal: Experts project that 3.5 billion people will live in water-scarce or stressed areas by 2025, meaning there won't be enough to even drink.

Beyond turning off the tap while brushing your teeth, there are other ways to reduce the H<sub>2</sub>O footprint in your regimen. Nearly every beauty product in your bathroom has a water surplus. It can serve a purpose (like helping drive ingredients into skin), but often it's just a cheap base.

That said, we're realists... and product lovers. But we can all—easily—be more water-mindful, especially since most beauty brands no longer take H<sub>2</sub>O for granted. Whether it's reaching for products without water, looking for ones that don't require you to use water, or making strategic routine shifts, you can be part of the solution to this worldwide issue. And still look great—in those Stella McCartney leggings, no less.



## PRODUCTS MADE WITHOUT WATER

Yes, there's no water in these formulas, but you may still need a splash from the sink to activate these babies. No internal H<sub>2</sub>O means they're inhospitable to bacteria and mold—so they have a longer shelf life and there's also no need for preservatives like parabens (which a lot of consumers want to avoid anyway). A not-insignificant plus? You can pack *most* of these in your carry-on with abandon—no liquid, no hassle at security.

### BARS

Shampoo, conditioner, body lotion, even self-tanner, like Ethique Self Tanning Bar (\$32, [ethiquebeauty.com](http://ethiquebeauty.com)), now come in block form. And because they're more concentrated—for three bottles of, say, body lotion you'd normally buy, you would only need to buy one lotion bar—you save both water and money. (Some traditional bars do contain water, so check the label before you virtuously hit "add to cart.")

### POWDERS

They're ideal as scrubs (the granules provide a gentle exfoliation), but they're also great for getting your dose of topical vitamin C (the antioxidant destabilizes in liquid, so a powder form helps maintain efficacy). Mix it with your favorite serum to instantly enhance the protective powers. We like True Botanicals Vitamin C Booster (\$90, [truebotanicals.com](http://truebotanicals.com)).

### BALMS

Like bars, balms are super concentrated. Usually a blend of oil and wax, they can take the place of traditional cleansers and moisturizers—the latter don't need added H<sub>2</sub>O to work (just slather and go). They're a godsend for dry and/or irritated skin (this also makes them too heavy for acne-prone or oily skin). Try Earth tu Face Face Balm (\$68, [earthtuface.com](http://earthtuface.com)), a rose-spiked moisturizing concentrate.

### OILS

They make excellent cleansers—oil dissolves residue—as well as dry-skin moisturizers, since oil traps water in the skin. But even oily complexions can benefit. Rosehip seed and jojoba oils, found in Burt's Bees Complete Nourishment Facial Oil (\$20, at drugstores), have a dry finish, meaning they won't make your face look like a grease pan.

### DRY SHEET MASKS

Unlike traditional sheet masks, which are soaked in a nourishing serum, these have the ingredients *baked* in. When you put one on your face and gently rub, the heat and oils from your skin release the ingredients. And because these masks are not only free of water, but also never interact with it, they don't harbor bacteria, so you can use each three times before tossing. They're a little less hydrating than their moisture-rich predecessors and are better for functions like firming. Try Charlotte Tilbury Instant Magic Dry Facial Sheet Mask (\$22, [netaporter.com](http://netaporter.com)); it infuses skin with collagen-revving peptides.

## PRODUCTS YOU USE WITHOUT WATER

Unless you're visibly dirty or sweaty, derms say you can go an entire week without a proper shower (just washcloth off your feet and lady parts with water and soap daily). *Too au naturel* for you? Shower every other day, then get squeaky clean the no-rinsing-required way using these two methods:

### STOCK A MICELLAR CLEANSER.

Although these guys contain water, the tiny cleansing-oil molecules floating around the formula act like traps for dirt and sebum, which you apply and then whisk away with a cotton pad. Derms say they're a particularly good move for sensitive types who react to traditional cleansers, which, by virtue of simply having more ingredients, increase your chances of irritation. We're loving Simple Skincare Water Boost Micellar Cleansing Water (\$10, at drugstores), a formula spiked with plant extracts that help skin retain moisture.

### REACH FOR A TOWEL-OFF BODY WASH.

Watered-down soaps in foaming dispensers, these formulas remove oils and dirt when applied with a washcloth (using only your hands spreads around what's on your skin). *WH* staffers are pretty devoted to Yuni Flash Bath No-Rinse Body Cleansing Foam (\$22, [sephora.com](http://sephora.com)), which contains bacteria-busting essential oils and skin-softening aloe.

French Girl Organics Facial Polish (\$22, [shopwomenshealthmag.com](http://shopwomenshealthmag.com))

## IN GOOD COMPANY

Sixty-one percent of U.S. consumers would rather companies "green" their business practices than simply make donations to green organizations, according to a report by market research firm Mintel. Execs at behemoth beauty companies are listening.

**Procter & Gamble** (the parent company of Olay and Pantene) has reduced the water it uses by 24 percent per product since 2010. It has also set a goal to provide 1 billion people with access to water-efficient products (like two-in-one conditioners that allow you to use less H<sub>2</sub>O) by 2020.

**Johnson & Johnson** (which makes Aveeno and Neutrogena products) reduced its overall use of water by 7.2 percent between 2010 and 2015 (with efforts ongoing). How? By installing water-reutilization systems and improving the wastewater treatment to recycle more H<sub>2</sub>O.

**Unilever** (the company behind Dove and Suave) hopes to halve the water associated with the consumer use of its products by 2020. To do this, it is designing items that require less water but provide the same experience (such as Dove's self-foaming body washes).

**L'Oréal** has saved, over the past decade, the equivalent of one and a half years' water use across industrial facilities. It did so via small changes like recycling all types of water throughout the manufacturing processes (except the stuff used in products). ■





Herbivore Botanicals Pink Clay Bar Soap (\$12, herbivorebotanicals.com)

**ABOUT THOSE EIGHT GLASSES...**

It's perhaps the biggest skin myth floating around the beauty blogosphere: Drinking eight glasses of water daily is the secret to a glowing complexion. But there's actually no scientific data to support the idea (and no research showing downing fewer than eight is harmful). Still, it's not completely bogus—if your gastrointestinal tract and kidneys don't have enough H<sub>2</sub>O to do their jobs, they *do* start to suck the water out of other cells, which could make skin cells look parched. To maintain peak hydration, monitor your urine. Yellow? Up the agua! You can also get it from watery fruits and veggies like *watermelon* (duh) and zucchini.

LEVI BROWN, PROP STYLING; ANGELA CAMPOS/BERNSTEIN & ANDRILLI (SOAP)

Sources: *Ava Shamban, M.D., assistant clinical professor of dermatology, UCLA-Geffen School of Medicine in Los Angeles; Joshua Zeichner, M.D., director of cosmetic and clinical research in the department of dermatology, Mount Sinai Hospital in New York City; Bruce Aker, San Francisco cosmetic chemist; Jim Hammer, Boston cosmetic chemist; Brienne West, biochemist and founder of Ethique beauty company*