

MODERN LUXURY Angeleno



6 Clean Beauty Entrepreneurs to Keep on Your Radar

By: Laura Eckstein Jones | April 10, 2020

Whether it's makeup made by a trained painter and chemist or an esthetician-led line that protects against pollution, L.A. is fertile ground for innovative, clean beauty. Here, we catch up with the founders putting a fresh face on the industry.

Nicole Simpson, [Amethyst Skincare](#)

After 15 years working as an esthetician, chemist and educator, Simpson launched Amethyst Skincare, a sustainably made line aimed at protecting skin from environmental stressors. "All of our products are clean and formulated only with what is necessary," says Simpson, who names the Nightly AOX micropeel—which blends botanical retinol with glycolic acid, salicylic acid and phytoceramides to smooth wrinkles, scars and large pores—as a standout. For spring, she's developing Blue Light, a serum that will help protect skin from the long-term effects of digital aging.

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