

PURE BEAUTY

MAKING YOU THE BEAUTY EXPERT

PURE BEAUTY
GLOBAL
2021 AWARDS
FINALISTS
REVEALED

**BEST NEW
SUSTAINABLE
SKIN CARE
PRODUCT**

BRIGHT YOUNG THINGS

Find your style tribe
with the rise of niche
beauty retailers

MARCH 2021

● AMETHYST SKINCARE, BLUE LIGHT ANTI-AGING SCREEN PROTECTOR

All of AMETHYST SKINCARE's products are 100% recyclable, made with waterless production. Water is substituted for aloe whenever possible to conserve natural resources and the brand is committed to eliminating its carbon footprint by the end of 2022. Additionally, through their support of 4ocean, an organisation dedicated to removing plastic from the world's oceans, for every five AMETHYST products sold, one pound of plastic is removed from the world's oceans.

