

Kelly's Clean Beauty - Where Science Meets Skincare

This guide contains links and references to products and companies that I personally use and love. In fact, I love them so much that I partnered with the companies marked with a ^, which means I may receive compensation for purchases made through the links and/or using the discount codes below. Hope you enjoy them as much as I do!

Welcome to my Clean Beauty Guide. Inside, you'll find my favorite skincare products, science-made simple, and the key to a radiant glow!

The Secret to “Shinny” Skin

Facial oils, nicknamed "Shinny" by my husband Chris, are a game-changer! They deliver essential nutrients like antioxidants and vitamins to keep your skin glowing. But before you dive in, here's the key: exfoliate first!

Exfoliation for Maximum Benefits

Dead skin block benefits: exfoliating removes dead skin cells, allowing peptides, facial oils, vitamins, and antioxidants to penetrate deeper and work their magic. I recommend AHAs (chemical exfoliators) for daily use and gentle physical scrubs occasionally.

Facial Oils

Treat your skin to facial oils. These oils contain nourishing ingredients like Vitamin C, Hyaluronic Acid, and Omegas to hydrate and protect the skin barrier.

Peptide Power

These messengers send signals to your skin cells, telling them to produce more collagen and elastin. Recent research even suggests a specific peptide might be the first proven to reverse skin's biological age by preventing the build-up of senescent cells (damaged cells that contribute to aging). So, while I can't turn back time completely, peptides are a great addition to my anti-aging arsenal!

My Beauty Must-Haves

This guide dives deep into my clean beauty favorites! I've categorized each product type to explain the science behind the ingredients and how they benefit your skin. My current go-to product for each category is listed first, but don't miss the other amazing options I

still love and recommend below! You'll also find a section on "oldies but goodies" – these are products I've used and loved in previous years and “Retired Beauty” and for various reasons, these aren't in my current routine anymore. I'll share why I retired them, helping you make informed choices for your own skincare journey!

Diet Makes a Difference

Before we jump in, let's get real! Your skin health is significantly impacted by diet and UV exposure ([to the tune of 80%](#)), and slathering on products isn't going to work if your diet isn't dialed-in. A diet rich in colorful and non-starchy vegetables supports the health of our microbiome. And our skin is a reflection of our microbiome health. Microbes protect us from the outside world, support us in removing old cholesterol and estrogen, and help us synthesize vitamins and antioxidants.

A diet rich in colorful produce is the number one predictor of microbiome health. Eating greens is critical for the production of glutathione, the most potent exogenous antioxidant to fight oxidative stress that ages the skin. Eating inflammatory oils (sunflower, safflower, soy, canola, etc.) and fried foods allows them to integrate into your cells, making them ripe for aging. Eat vegetables and avoid inflammatory oils, and you won't need to break the bank on beauty products!

It's also that time of year when I use a humidifier to ensure my bedroom humidity remains between 40-60% for ultimate hydration. The [canopy humidifier](#) is the ONLY one I use because it's an anti-mist technology that prevents mold and is easy to clean.

Clean Beauty Resources

PS: I am always open to product suggestions that fall into a green [EWG rating](#) or clean or the [THINK DIRTY app](#), so please share! If you haven't already, please download one or both of those apps and start scanning your products. If you're looking for the clean version of Sephora, here are a few go-to's:

- Detox Market: <https://www.thedetoxmarket.com/>
- Credo Beauty: <https://credobeautey.com/>
- Citrine Natural Skin: <https://citrinenaturalskin.com/collections/skin>

PPS: I built out a visual representation of my favorite beauty products at [Shop my Shelf](#).

Be Well xx
Kelly

THE ROUTINE 2024

Morning AM

1. Cleanse: [One Skin Gel Cleanser \(with AHA\)](#) ^ (code BEWELL for 15% off your first order)
2. Hydrate: [Peptide One Skin Daily Cream & Eye Cream](#) ^ (code BEWELL for 15% off your first order)
3. Protect: [Iris & Romeo Weekend Skin Tinted moisturizer with Vitamin C + SPF 50](#)

Evening PM

4. Cleanse: [Primally Pure Organic Cleansing Oil](#) ^ (code BEWELLBYKELLY for 10% off your order) - for heavy makeup removal or if I am feeling dry, or [One Skin Gel Cleanser \(with AHA\)](#) ^ (code BEWELL for 15% off your first order)
5. Hydrate: [Peptide One Skin Daily Cream & Eye Cream](#) ^ (code BEWELL for 15% off your first order)
6. Exfoliate: (1x a week) [Goldfaden MD Doctor's Scrub](#)

Archived Routine (2021-2023)

I still love all of these products and brands, but I have moved to a science-backed peptide-focused, anti-aging clean beauty routine—hello, 40!

Morning AM

1. Cleanse: [Eminence Stone Crop Cleansing Oil](#) or [Beautycounter Countertime Lipid Defense Cleansing Oil](#)
2. Vitamin C: [Counter+ All Bright C Serum](#)
3. Oil or Cream [Eminence Organic Skin Care Rosehip Triple C+E Firming Oil](#) or [Maya Chia's Supercritical Chia Seed Oil](#) or [emerginC Hyper-Vitalizer Face Cream](#)
4. BB with SPF: [Saie Tinted Moisturizer](#)

Evening PM

1. Cleanse: [Eminence Stone Crop Cleansing Oil](#) or [Beautycounter Countertime Lipid Defense Cleansing Oil](#)

2. Exfoliate: (2x week [Beautycounter Counter+ Overnight Resurfacing Peel \(PM\)](#), 1x week [Goldfaden MD Doctor's Scrub Grapefruit Oil](#) or [GOOPGLOW Microderm Instant Glow Exfoliator](#))
3. Serum: [Countertime Tripeptide Radiance Serum](#)
4. Oil or Cream: Use Beautycounter Countertime Tripeptide Supreme Cream with a few drops of oil or oil alone.

CLEANSE

Cleansing is crucial morning and night to remove makeup, sunscreen, sweat, dirt, and pollutants that accumulate throughout the day and to remove dead skin cells and trapped oils that build up overnight. Leaving these on your skin can clog pores and lead to breakouts. With a clean face, your skin can better repair and regenerate itself at night and absorb the investment you've made in your skincare.

Gel Cleansers

1. [One Skin Facial Cleanser](#) ^ (code BEWELL for 15% off your first order) - gentle daily cleanser to remove impurities without disrupting the skin barrier.

Oil Cleansers

Oil cleansers are phenomenal at removing makeup and cleansing the skin without stripping.

1. [Primally Pure Cleansing Oil](#) ^ (code BEWELLBYKELLY for 10% off your order) - penetrates deep into pores to dissolve grime and build-up.
2. [Eminence Stone Crop Cleansing Oil](#) - proper oil cleanser that leaves skin feeling hydrated.

EXFOLIATE

Exfoliation is a crucial step before applying facial oils. Think of it like clearing a path for the good stuff to reach your skin. While scrubbing might seem tempting, it can actually damage your delicate skin. Instead, I recommend incorporating an exfoliating product into your routine. There are two main types: chemical exfoliants (AHAs) and physical exfoliants (scrubs).

For daily use, I prefer AHAs, which are gentle yet effective. These naturally-derived water-soluble acids, like glycolic (sugarcane) or lactic (milk), work by dissolving the

bonds holding dead skin cells together, allowing them to slough off gently. The increase in cell turnover and regeneration (apoptosis) reveals the brighter, smoother skin underneath and helps those beneficial oils penetrate deeper for maximum results.

Exfoliation strength determines frequency. I use a strong chemical peel or physical scrub 1-2 a week (never on consecutive days) and milder AHAs daily (currently, in my cleansers). I rarely use BHAs. Physical scrubs happen in the shower (on a weekend night), followed by a potent hydrating mask. Remember, exfoliation and Retinol increase sun sensitivity, so night use is best (except for mild cleansers/toners).

Chemical Exfoliators (product dependent)

AHA

My cleanser contains AHAs so I only use these AHA peel pads occasionally in the evening if I notice my skin is extra dull ~ 1-2x month.

Strongest Peels (1-2x a week pm)

1. [GOOPGLOW \(PM\)](#) GLOW PEEL Glycolic Acid 15% - The gold standard in chemical exfoliation, glycolic acid, removes dead skin and supports cell turnover. If you don't have glycolic acid in your rotation, cleansers or peel pad, you should check it out but use this product *overnight to ensure the deepest cell turnover and prevent photosensitivity*.

Physical Exfoliators

(1x a week) to polish and buff deal, dull, dry skin

Scrubs

1. [Goldfaden MD Doctor's Scrub Grapefruit Oil](#): 6 years and counting! It's made with cylindrically honed rubies and hyaluronic acid; a little goes a long way.

TONE

Being a busy mom, I don't always have time for a full routine. But when I can squeeze in a toner, I look for ones that multitask! Here are some great options that brighten, and hydrate all in one step:

- **Hyaluronic Acid Toner:** to hydrate and plump anytime.
- **Vitamin-infused toners:** These provide a quick antioxidant boost.
- **Exfoliating toners with AHAs:** These gently remove dead skin cells for a brighter complexion.

1. [Iris & Romeo: The Reset](#): this is the first toner I have used because it's located in my glove compartment, loaded with hyaluronic acid to plump and hydrate.
2. [Indie Lee CoQ10 toner](#): the alcohol-free formula contains antioxidant CoQ10, hyaluronic acid, chamomile, and cucumber to nourish and soothe. (Hydrating)

REPLENISH

These are the key ingredients I look for in my serums, oils, and lotions because they're superstars for hydrating, rejuvenating, and replenishing my skin:

- **Vitamin C, E, and B3:** This antioxidant dream team fights free radicals and brightens the skin.
- **Hyaluronic Acid:** This magic molecule holds onto moisture, leaving your skin plump and dewy.
- **Retinol:** This powerhouse ingredient encourages collagen production, reducing wrinkles and fine lines.
- **CoQ10:** This antioxidant acts as a shield against damage and supports healthy cell function.

Already have a clean skincare routine you love? That's great! Next time you pick up a product, check the ingredients list and see if it contains any of these hydrating heroes. They might be the secret weapon your skin craves!

Vitamin C (Daily AM/PM)

A super-potent antioxidant that protects against damaging free radicals, supports natural cell turnover, fights wrinkles, brightens skin, and boosts collagen production. It's the most active and essential product you can add to your routine; it's just annoyingly expensive. (sigh!)

Randomized controlled trials prove a [10% concentration provides a beneficial sweet spot](#) for preventing pigmentation. While some experts use it at night and some

recommend using it in the morning, I use it all day (am/pm) for pigment prevention and turnover (respectively). I also eat a boatload daily (leafy greens, lemons, and berries) because it's the most abundant antioxidant in human skin, and topical forms are unstable and lose their potency with poor formulation strategies. That said, it's still the most active and preventative natural product, so I buy one bottle at a time, use it daily until it's gone, or ditch it after three months.

1. [Eminence Organic Skin Care Rosehip Triple C+E Firming Oil](#) - is a hero product loaded with rosehip, vitamin C, and E
2. [Eminence Organic Citrus & Kale Potent C+E Serum](#) (\$115)

Retinol (PM)

Retinol works to improve skin's texture, builds collagen, decreases wrinkles, and fights acne. It's been used since the '70s but it's a very controversial skincare product, especially during pregnancy, because it's a derivative of vitamin A. Oral retinoids, like Accutane, are known to cause severe congenital disabilities, and that's why topical forms of retinol are listed under category X (or should never be used pregnant).

If you're like me, your dermatologist probably tried to put you a pea size of retinA preventatively, and you ended up with a red, flaky mess of a face. The only retinol product that has ever worked for me was [Shani Dariden's Retinol Reform](#), and it worked like a dream!

That said, I have been pregnant and/or breastfeeding for the past five years (yup!), so retinol isn't something that will be in my routine for a while. And honestly, I am not sure if I will ever bring it back with the alternatives available.

Retinol Alternative (PM)

Bakuchiol is a plant-derived retinol alternative derived from the seeds of the babchi plant and has been a staple in traditional Chinese and Ayurvedic medicine for centuries. It helps smooth skin, soften the look of fine lines and wrinkles, and brighten the appearance of dark spots and discoloration, leaving skin bright, even, and youthful-looking.

1. Marie Veronique [Gentle Retinol Night Serum](#)

Oil

Facial oils deliver antioxidants, omegas, and vitamins for healthy, supple skin. They are luxurious for a facial massage and don't require preservatives protecting the skin's microbiome.

1. Oil Blends:

- a. [Maya Chia's Supercritical Chia Seed Oil](#)
- b. [True Botanicals Pure Radiance](#)
- c. [Vintners Daughters](#)
- d. [Biossance Squalane+](#)
- e. [Honest Beauty Organic Beauty Facial Oil](#)
- f. [Oak Essentials Blue Tansy](#)
- g. [Mara Moringa](#)

2. Rosehip Oil is renowned for its skin-healing properties. Omegas 3, 6, 7 & 9, plus antioxidant carotenoids, help repair and protect the skin against environmental stresses and visible damage.

- a. [Naturopathica Rosehip Seed Regenerating Facial Oil](#)
- b. [Pai Skincare Organic Rosehip BioRegenerate Oil](#)
- c. [Now Foods](#) Rosehip Seed Oil^ (code KELLY for 20% off)

3. Balms: this takes oil to a new level, and it's great for winter when the humidity drops and our skin dries out. As a little added self care a little blam and a gua sha tool massage is the best way to treat tired facial muscles.

- a. [Oak Essentials Moisture Rich Balm](#)
- b. [Furtuna Replenishing Balm](#) is a costly but organic Sicilian farm product.

Hyaluronic Acid

(Daily AM/PM)

I am always looking for hyaluronic acid in my products because it's a superhero at locking in moisture and expensive serums. Still, I no longer look for it alone.

Peptides

Peptides are short chains of amino acids (proteins) linked by peptide (amide) bonds that act as signaling mechanisms that tell the body to produce more collagen and elastin. Recent research suggests a specific peptide (os-01 from One Skin) might be the first proven to reverse skin's biological age by preventing the build-up of senescent cells

(damaged cells that contribute to aging). So, while I can't turn back time completely, One Skin peptides are a great addition to my anti-aging arsenal and this line has simplified my routine. (see above!)

Lotion

1. [One Skin Face Topical Supplement](#) ^ (code BEWELL for 15% off first order)

Eye Cream

1. [One Skin Topical Eye Cream](#) ^ (code BEWELL for 15% off your first order)
2. [Goldfaden Bright Eyes](#)
3. [Naturopathica Argan & Peptide Eye Cream](#)
4. [Biossance Squalane + Peptide Eye Gel](#)

Cream

1. [Emiminence Bright Skin Overnight Correcting Cream](#)

CoQ10 or Vitamin Q Cream (AM)

Vital for cellular energy and omnipresent in every cell in the body, it acts as an antioxidant protecting cells from damage and is a great thing to mix into your routine, especially in the morning before sun exposure.

1. [emerginC Hyper-Vitalizer Face Cream](#) - Antioxidant Moisturizer with CoQ10 + Hyaluronic Acid - this cream is my favorite because it's the perfect texture to layer on top of serums and oil if you're going that route.

PROTECT

Sunscreen

Sun damage to the skin is primarily caused by ultraviolet rays within two ranges: UVA (320-400 nm) and UVB (280-320 nm). UVB causes erythema (redness of the skin) and direct DNA damage, while UVA causes photoaging and generates excessive reactive

oxygen species, which cause indirect DNA damage. In addition, UVA can cause immunosuppression that may lead to carcinogenesis.

Active ingredients in sunscreens can be divided into organic (chemical filters) and inorganic (physical or mineral filters, and there are only two; zinc oxide and titanium dioxide). These are less chemically active and do not penetrate as far into the skin as the chemical, making them ideal for all skin, including sensitive and baby skin.

Zinc oxide is well known for protecting against a broad spectrum of UV. However, mineral combinations, including titanium dioxide, are widely used because it is easier to achieve a higher SPF. Combo formulations with Titanium tend to have a lower UVA absorption because they use lower levels of zinc oxide and TiO₂ primarily absorbed in the UVB range. Most companies are doing this to avoid a thick white application.

However, since zinc oxide is the only sunscreen ingredient that protects against the entire spectrum of UVA and UVB, I look for zinc-only products. That's why I love using the [Iris & Romeo Weekend Skin SPF 50](#). It combines stabilized vitamin-C with transparent mineral SPF 50 for a bare-faced, luminous glow.

If I hit the beach, I lather up in white zinc, reapply every 2 hours, wear a hat and sometimes even wear a light long-sleeved shirt. I take these precautions because a higher SPF doesn't indicate superior sun protection—it simply means you remain protected in the sun for more time. A good rule of thumb is to reapply every 2 hours for a great outdoor activity and use 20% zinc.

Face Sunscreen:

1. [Iris & Romeo Weekend Skin SPF 50](#)
2. [One Skin SHIELD Protect + Repair SPF 30+](#) ^ (code BEWELL for 15% off your order)
3. [Saie Slip Cover SPF 35](#) (15% Zinc Oxide) - great for everyday use!
4. [Suntegrity Face Sunscreen & Primer SPF 30](#)
5. [The Organic Pharmacy Cellular Protection Sun Cream SPF 30](#) or 50 (\$69) The SPF 30 is zinc only. However, the 50 combines titanium dioxide and zinc oxide to help protect against UVA and UVB rays, but it still contains a high zinc level.
6. [Naturopathica Lavender SPF 17](#) - Did you know it only takes a zinc SPF of 17 to block over 95% of the sun's damaging rays? That means even a little can go a long way. If you have a foundation you love, mix this in.

Face Sticks:

1. Babo [Super Shield Mineral Sunscreen Sport Stick SPF50](#)
2. [Think Baby SPF 30](#)

Body Sunscreen: these are all for kids and adults.

1. [La Sol Collective Clear Mineral Zinc SPF 30](#) ^ (code BWELLxLASOL for 20% off your order)
2. Babo [Sensitive Baby Mineral Sunscreen Lotion SPF50](#)
3. [Babo Botanicals Zinc Sunscreen Lotion SPF 30](#)
4. [Think Baby SPF 50](#)
5. [Badger Kids Clear Zinc Sport Sunscreen SPF 40](#)

Photosensitivity

If something you are taking increases your photosensitivity and potential skin damage, you should be diligent about SPF. Here is a list of the most common offenders:

1. Antibiotics: Ciprofloxacin and other quinolones, sulfonamides, dapsone, griseofulvin. Tetracyclines [especially demeclocycline; less frequently doxycycline, oxytetracycline, and tetracycline; minocycline rarely]
2. Antihistamines: Dimenhydrinate, cetirizine, loratadine
3. Anti-inflammatories: Ibuprofen, naproxen, piroxicam [NSAIDS]
4. Cardiovascular drugs ACE inhibitors: amiodarone, amlodipine, clopidogrel, diltiazem, furosemide, losartan, nifedipine, statins, thiazide diuretics, sotalol
5. CNS agents: Carbamazepine, clomipramine, chlorpromazine, phenothiazines, tricyclic antidepressants, selegiline, zolpidem.
6. Topical agents: Deodorants in soaps; perfumes
7. Plants and herbs: Celery, giant hogweed, angelica, parsnip, fennel, dill, anise, parsley, lime, lemon, rue, fig, mustard, scurf pea, and chrysanthemums
8. Essential Oils: Fig leaf absolute oil; taget oil; vergena oil and absolute verbena oil; bergamot oil; cumin oil; lime (expressed) oil; angelica root oil; rue oil; opopanax oil; orange (bitter expressed) oil; lemon (expressed) oil; grapefruit (expressed) oil
9. Miscellaneous: Acetazolamide, oral contraceptives, and estrogen, chemotherapy agents, ranitidine, sulfonylureas, tacrolimus

MAKEUP IN UNDER A MINUTE 2024

1. [Iris and Romeo Weekend Skin Warm Glow](#)
2. [Iris and Romeo Ceramide Multi-Balm Mood Boost](#)

3. [Jones Road Eyebrow Gel Clear](#)
4. [Jones Road Mascara Black](#)

Tinted Moisturizer with SPF

Beauty Balm or Blemish Balm known as a “BB” cream offers sheer dewy coverage, and a Color Correction or Complexion Correction cream, known as a “CC” cream, will provide more coverage and color. I love a BB or CC cream with SPF applied with a makeup brush.

1. [Iris and Romeo Weekend Skin Warm Glow](#) \$50
2. [Super Serum Skin Tint SPF 40](#)
3. [Saie Tinted Moisturizer](#) \$32 (color 3.5 or 4)- this tinted moisturizer offers skin-loving hydration with hyaluronic acid and 100 percent mineral UV protection.
4. [Artis Elite Oval 7 Brush](#) (\$80)- worth every penny, these [brushes](#) make your makeup go on flawlessly and prevent waste.
5. [Saie Duo: Tinted Moisturizer & Brush](#) - this is a really lovely brush if you want to skip on the Artis.

Glow

1. ILIA [Liquid Light](#)
2. [Saie Glowly Super Gel Starglow](#) (\$25) - so easy to add like a serum under foundation or BB cream
3. [RMS Luminizer Quad or Luminizer](#) - a quick swipe to cheekbones, top of your lip, and the tip of your nose, and you’ll glow in the right places.

Bronzer / Blush

1. [Iris and Romeo Ceramide Multi-Balm Mood Boost](#)
2. [Saie Sun Melt Medium Bronze](#) (\$28)

Eyebrow

1. [Jones Road Brow Clear](#) (\$31)
2. [Brilliant Brow Gel](#) (\$24)
3. [Kosas Brow Pop Eye Pencil](#) - medium brown (\$22)
4. [Kosas Air Brow Clear](#) (\$22)

Eye Liner

1. ILIA [Clean Gel Liner](#)

Mascara

1. [Jones Road Mascara](#) - lashes while giving them length and separation.
2. [Honest](#): I get compliments daily and never have raccoon eyes. Honestly, I am usually too busy to use the primer, but it's easy to remove.

Lip

I love my lip to be hydrating and soft like a chapstick, so if I ever use a gloss, it's less sticky and more supple.

1. [Iris & Romeo Peptide Lip Balm](#)
2. [Saie GlossyBounce Lip Gloss Oil](#) - Clear and Dusty Rose
3. [We Evolve Together Provence](#) - hydrating lip balm
4. [Kosas LipFuel](#)
5. [Honest Beauty Tinted Lip Balm](#) - [Summer Melon](#)

My Current Hair & Body Care Routine

Shower

- Innersense [Pure Harmony Hairbath](#) and [Hydrating Cream Conditioner](#)
- Dr. Bronners [Pure-Castile Liquid Soap](#); [Fragrance-Free](#) and [Lavender](#) - Dr. Bronners has been my everyday body wash since college.
- [One Skin Face Wash](#) ^ (code BEWELL for 15% off your first order)

Body Care

- [One Skin Body Lotion](#) ^ (code BEWELL for 15% off your first order)
- [HUME Deoderant](#) ^ (code KELLYHUME15 for 15% off your order) - Fragrance Free

Hair Care

- [Sweet Spirit Leave In Conditioner](#) - spray before combing through hair with wet brush to prevent breakage.
- [I Create Lift Volumizing Foam](#) - lift at the root before you blow dry.

- Dyson Blow Dryer - dry my hair 95% with this and then wrap to curl.
- Dyson Airwrap - my mom bought these for me, not sure I would have made the investment but now that I have them I can't go back.

BODY CARE BONUS

Here's a rundown of my holy grail skincare products, listed alphabetically by brand with multiple products I love for easy reference.

1. Alaffia
 - a. [Alaffia Kids Bubble Bath, Coconut Chamomile](#)
2. Babo
 - a. [Sensitive Baby Shampoo & Body Wash - 16oz](#)
 - b. [Sensitive Baby Fragrance-Free Bubble Bath & Wash](#)
 - c. [Super Shield Mineral Sunscreen Sport Stick SPF50](#)
3. Dr. Bronners
 - a. [Pure-Castile Liquid Soap](#); Fragrance-Free and [Lavender](#) - Dr. Bronners has been my everyday body wash since college. We use their sugar soap on our kids, and Chris loves Peppermint. I love what the brand stands for, and it's oil-based, so it doesn't use preservatives.
 - b. [Sugar Soap](#)
4. Honest - I love this EWG verified product line in purely sensitive, truly calming, or gently nourishing.
 - a. [Shampoo & Body Wash](#) is for the kids and also my go-to when I run.
 - b. [Bubble Bath](#)
 - c. [Purely Sensitive Collection](#) (Shampoo, Conditioner, Bubble Bath & Lotion)
5. [Hume](#) (KELLYHUME15 for 15% off your order)
 - a. [Dry Body Oil](#) - I co-created the dry body oil as an alternative to lotion. I keep the oil in my shower and spray it on my warm wet skin, rub it in, and then lightly pat my skin dry.
 - b. [Deodorant](#) - I am looking for antiperspirant, chemical, fragrance, and baking soda-free. Slathering chemicals near a sebaceous gland and

lymph nodes is just a no. I use fragrance-free, and Chris ditched his cologne by using the clean fragrance options.

- c. [All Body Deo](#) - delivers anti-chafing qualities and odor control wherever you need extra support. It has even helped clear up my husband's dermatitis and relieved my boy's eczema symptoms after a couple weeks of use.
6. INNERSENSE Organic Beauty
- a. [Pure Harmony Hairbath](#)
 - b. [Hydrating Cream Conditioner](#)
 - c. [Sweet Spirit Leave In Conditioner](#) - spray before combing through hair
 - d. [I Create Lift Volumizing Foam](#) - lift root before you blow dry
 - e. [I Create Hold](#) - gel for the boys
7. [Necessaire](#) - provides the perfect transition from traditional body care products to clean beauty. This line is luxurious and loaded with nutrients. The [body washes](#), scrub, lotion, and serum are all spa quality! (My favorites are sandalwood, eucalyptus, and bergamot for scrub/wash and fragrance-free for lotion/serum)
8. Prima
- a. [Skin Therapy 275mg CBD Ultra-Rich Body Butter](#) - majorly quenching body butter for the driest skin.
9. Prose
- a. [Shampoo](#) and [Conditioner](#) - salon-quality blowout.
 - b. [Dry Shampoo](#) - I wanted an aerosol-free application that didn't leave behind a white residue.
10. Toups & Co
- a. [Tallow Balm - Vanilla + Almond](#)
11. We Evolve Together
- a. Natural Deo - a natural deo with sexy scents and smooth application, no rashes or white residue

SUNDAY SELF CARE

Mask/Peels

If you're looking for that selfie moment with goop on your face, here are my favorites:

1. [Primally Pure Plumping Mask](#) ^ (code BEWELLBYKELLY for 10% off your order)
2. [Oak Essentials Restorative Mask](#): use this after exfoliating, gently wash it off and wake up with the most supple, hydrated skin.
3. [Eminence Strawberry Rhubarb Masque](#)
4. [Summer Fridays Jet Lag Mask](#): hydrating, and this product can be rubbed right in, which is super for a sleepy mom!
5. [Honest Beauty Prime + Perfect Mask](#)
6. [Naturopathica Sweet Cherry Brightening Enzyme Peel](#): less than 10% AHA/BHA blend with fruit enzymes. It's gentler than the chemical AHAs above but still gets the job done.

Massage Oil

1. [Now Sweet Almond Oil](#) ^ (code KELLY for 20% off)
 - a. Here's a tip - BYOO! Your skin is your largest organ, and if you are planning to get rubbed down and fall right to sleep after, please bring your clean oil.

Bath Salts/Flakes

1. [Now Magnesium Flakes](#) ^ (code KELLY for 20% off) are more bioavailable than Epsom salt, and they are ideal for softening skin and relaxing sore muscles. I use a few tbsp in my boy's bath daily.

Eczema Recommendations

I usually recommend oils, but when it comes to eczema or "leaky skin" (like leaky gut), we need a thick cream to create a barrier that allows the inflamed skin to heal. Creams don't fix eczema; it's also critically important that we work to find out the root cause and heal the gut.

- 1) Avoid washing with soap. Instead, a lukewarm bath with a few drops of coconut oil (naturally antibacterial) a few times a week. If soap is needed, use a mild fragrance-free option like [Dr. Bronners Sugar Unscented Baby](#) or [SheaMoisture African Black Soap](#).

- 2) Always cover the skin with thick barrier cream to prevent dry, itchy skin; scratching increases the chances of broken, infected skin. A few favorites are [Vani Cream](#) and [Avene Cicalfate+ Restorative Protective Cream](#).
- 3) Layer skin around the mouth before feeding to avoid food irritation and prevent food allergies from skin contact.
- 4) Try adding a probiotic. We started using [Just Thrive Health](#) probiotics with Sebastian after his NICU stay, 1/2 cap into one bottle a day. After a week, we increased it to 1 cap a day mixed with pumped milk. You must ensure the probiotic isn't fermented with dairy, as dairy is a trigger for eczema. Topical probiotics like [Mary Ruth's Probiotic Spray](#) have been beneficial in some cases.
- 5) Consider a prick or blood test. Not only did Sebastian have allergies to egg and dairy, but we were able to identify that he was highly allergic to dogs via prick testing. We took a six-week break from being indoors with dander-producing dogs, and it made the most significant difference allowing his face to heal.

Oral Care

Toothpaste: If you're looking to avoid fluoride and still protect your teeth from cavities, reduce plaque buildup and reduce tooth sensitivity, hydroxyapatite is the way to go! Hydroxyapatite (aka calcium phosphate) is a non-toxic, safe alternative used in Japan for 40 years, and it makes up 97% of enamel and 70% of dentin.

1. [David's Toothpaste](#)
2. [Boka](#)
3. [RiseWell](#) and [RiseWell Kids](#)
4. [Wellnesse Whitening Toothpaste](#)
5. [Wellnesse Charcoal Toothpaste](#)
6. [Wellnesse Children's Toothpaste in Strawberry](#) (code bewellbykelly for 15% off your purchase)

Floss: can be coated in PTFE, the endocrine-disrupting chemical used in Teflon. These are PFTE and BPA free.

1. [Wellnesse](#)
2. [Cocofloss](#)
3. [Risewell](#)
4. [Dr. Tung's](#)

Tongue Cleaners:

- [Dr. Tung's](#)
- [Boka Tongue Cleaner](#)
- [Fugg Tongue Scraper](#)

Mouth Taping

- [VIO2 Mouth tape](#)
- [Skinny Confidential](#)

CURRENTLY COVETING

These are brands and products on my wishlist!

1. Marie Veronique
 - a. [C + E + Ferulic](#) is another alternative to Eminence (or the popular Skinceuticals)
2. Maya Chia
 - a. [The Super Couple](#) Ultra Luxe Face Oil: astaxanthin and chia serve up antioxidants and omega-3 fatty acids

OLDIES BUT GOODIES

I still love these products, but I am not using them because I either found something I love more or simplified my routine.

Oil Cleansers

Depending on the type of oil cleanser you buy, it may require the use of a warm wet towel to wipe away contaminants. The list below is in order of thinnest to the most emollient oil that would necessitate the warm towel technique. If you have never used an oil cleanser, I recommend starting at the top of the list and working your way down.

1. [MyChelle Perfect C Cleansing Oil](#), (\$15) Hydrating Face Wash with L-Ascorbic Acid, Baobab Oil, and Tamanu Oil and the perfect oil ,cleanser for beginners because it leaves a clean face without the hot towel technique and it's an affordable start.
2. [Biossance Squalane + Antioxidant Cleansing Oil](#) (\$60)
3. [One Love Organics Cleansing Oil](#) (\$42) is a luxurious oil cleanser that makes you feel like you are on vacation, but the fragrance is a bit much. With this update (2021), I am moving it from retired to an oldie because the scent is natural, not synthetic.

4. [May Lindstrom Cleansing Oil](#) (\$80) is a luxurious cleanser that makes me feel like I just left the spa, and my skin feels lovely after use, but this one requires a warm wet towel.

Gel Cleansers

1. [Honest Gentle Cleanser](#) (\$13) is the most hydrating regular cleanser with calendula oil, one of my favorite hydrating oils.
2. [MyChelle Fruit Enzyme Cleanser](#) (\$16) contains some fruit AHA's for extra exfoliation. *Mild (daily) cleansers and toners are an easy way to add mild AHAs into your routine.*

Cleansing Bar: Perioral Dermatitis

A few years ago, I was diagnosed with perioral dermatitis; it's an unsightly rash around the mouth. I had a bad flare when Bash was first born; high-stress levels and hormone fluctuations that contribute to leaky gut both contribute. If you deal with this diagnosis, you want to remove any sodium lauryl sulfate, a foaming agent that can make it worse, and honestly, it disrupts the skin's microbiome, so I would look to remove it even if you don't. For PD, avoid any bubbly liquid soap and use black clay soap until your skin returns to normal.

- [Osmia Black Clay Soap](#) is a PH-balanced simple bar soap that is good for anyone trying to simplify ingredients and save.

Exfoliators

BHAs

BHAs are lipid-soluble and go deeper than AHAs. The most popular acne and oil fighting BHA is salicylic acid (and it's incorrectly named because it's a phenolic aromatic acid); it's an "active ingredient" or drug monitored by the FDA. SA is something I remove from my routine while pregnant because SA is the precursor to aspirin. SA can remove sebum (oil that comes out of pores) and lower the oil production in the skin, which is why people with oily or acne-prone skin love it. It's chemically derived/converted from willow bark. Over-the-counter concentrations are .05 -2% in cleansers or creams, but anything over 2% and you need an Rx from your dermatologist.

Here is the catch: Willow bark is salicin, not SA. It's antimicrobial and can decrease inflammation and redness, but it's not dissolving or decreasing oil production in your skin like SA even though these products "claim it." Ingested willow bark is converted to SA, but topically it isn't. That said, a willow bark blend with zinc is my go-to for topically treating occasional acne because it's really about calming it at that point.

If you prefer to use Salicylic Acid in your daily routine, I trust the ingredients used in Beautycounter. That said, I would give AHAs and oil cleansing a try first since acne is primarily a hormonal disruption caused by diet, dysbiosis, and stress.

- [Versed Just Breathe Clarifying Serum](#): a trio of willow bark extract, niacinamide (a form of B3), and a zinc blend work together to calm inflammation (the root of skin's problems), decongest pores, and soothe redness, keeping skin's minor freak-outs at bay. If I notice a little breakout, I incorporate this product after cleansing for a few days to calm inflammation and redness.

Physical Exfoliators

[GOOPGLOW Microderm Instant Glow Exfoliator](#): Micro-exfoliating Minerals (Quartz, Garnet, Alumina, Silica)

Vitamin C

[GOOPGLOW 20% Vitamin C L-Ascorbic Acid](#) (Purest Form of Vitamin C) + Hyaluronic Acid - It's obvious how fresh and potent this product is, and I think it's worth it but can't always afford it. (\$165)

[Cocokind](#) - vitamin c, sea grape caviar, and hyaluronic acid promote bright, even, and hydrated skin.

Hyaluronic Acid (Daily AM/PM)

I am always looking for hyaluronic acid in my products because it's a superhero at locking in moisture and expensive serums.

1. [Versed Hyaluronic Acid](#) - I found that I was skipping this step. I love HA in products as a way to lock in nutrients and keep Iris and Romeo Reset in my car.

Retinol Alternatives

1. [Graydon Fullmoon Serum](#) is loaded with my favorite active peptides - a moth bean derived retinol alternative, collagen, vitamin C and B3.
2. Cocokind's [Overnight Resurfacing Sleep Mask](#) is 0.6% bakuchiol; this product is used alone - don't try to layer oil or creams over it.

Vitamin E

Use it in the PM as needed for injury. Please, please try to stop picking at your face! Exfoliating and cleansing consistently should help, but Vitamin E is an excellent addition if there is skin injury.

1. [Eminence Organic Potent C+E](#) (listed above) - If I am using eminence Vitamin C, I get the bonus of added vitamin E
2. [Naturopathica Carrot Seed Soothing Facial Oil](#) - Carrot seed is rich in vitamin E and antioxidants.
3. [Now Vitamin E](#) ^ (code KELLY for 20% off)- I keep this vial in my cabinet and use this to spot treat anything that may scar. I love this single-ingredient bottle.

RETIRED BEAUTY

These are the products I once loved but have broken up with. I've moved on from these products due to fragrance, chemicals, or new formulations. I'm looking to avoid perfume because it's an easy place to hide chemicals, specifically endocrine-disrupting, synthetic chemicals. I am also now conscious of removing floral oils.

1. Herbivore Bakuchiol: I am sad about this one because it was so easy to add a few drops into my routine.
2. Dr. Dennis Gross - Alpha Beta Glow Pads
3. Tata Harper Products - Brace yourself; this isn't going to go over well. Tata's floral oils are powerful, and new research suggests these "floral essential oils" may increase [photosensitivity](#) (pigmentation and oxidation on the skin). I realize there are so many clean beauty products available and even listed here that contain essential oils. Still, I wanted to be transparent about what I am researching and

how I am evolving. It isn't conclusive yet, but as the [research](#) evolves, my skincare recommendations will grow as well, and currently, I am just removing the overpowering floral essential oils.