

BEAUTY

Sophyto - A Brit Organic

ELLA DOWN, WGSN 30.04.08

With organic beauty all the rage, and environmental issues at the forefront of everyone's minds Britain seems to have produced the most organic beauty line yet - Sophyto.



Sophyto, A Brit Organic promotional shoot

"Not all organic skin care products are created equal" says UK-based vegan beauty range Sophyto. And the "eco-luxe premium" brand's creators' certainly see it as standing out from the crowd, with some justification given that it is the **first professional line to receive certification from the highly demanding UK Soil Association.**

In a beauty industry where organic claims are increasingly being made, they're also being increasingly treated with scepticism (US-based Dr Bronner's is even suing some rival firms over their organic claims in the US) and **true organic credentials are important.** At the recent Cosmoprof trade show in Italy, WGSN saw a host of brands making organic claims, some justifiable, others less so.



Ultra Mild Silken Cleanser

Purifying & Energising
Super Bioactive

Mega Omegas Day Face
Moisturiser

So what about Sophyto? Averaging 95% certified organic ingredients across the range, each Sophyto product **specifies how much of the ingredients are completely organic**, and the company says that all the products are water-based, rather than oil-based, as **essential oils may contain allergens** or be derived from endangered species.

As with many brands operating in the organic-cum-ethical arena at present, Sophyto looks to the **past for inspiration** rather than the future. The methods used in the products were taken from **Chinese and western**

Related reports

[Cosmoprof 2008 Organics, ethics, sustainability](#)

[Everyday from Jo Wood Organics](#)

[Beauty's green conscience](#)

[Naturalia's standalone organic beauty stores](#)

Ayurvedic, homeopathy and naturopathic remedies. "The skin really does not require aggressive products or processes to achieve a state of healthiness," says Karen Sinclair Drake, founder of the company. The brand's formulas contain vitamins, minerals, and plant extracts that are more potent when used together, as well as, of course, being organic.



Refining Peel Active Mask



Purifying Peel Active Mask

Sophyto has thrown its weight heavily behind **Ecologically Responsible Production (ERP)** to ensure all waste generated through making the products does not harm the environment. The waste generated by Sophyto production is biodegradable (including paper and cardboard) and is recycled in a special facility. The outcome of this method of waste disposal is a **compost product which can be used for agricultural means, or for restoration projects.**

All ingredients used in the products are also biodegradable. These standards also mean that each Sophyto product can **sit on a shelf for up to three years** if left unopened, the company says.

The products

All of the products in the line are anti-ageing, and claim to be the simplest option yet available in this category. The brand says each product is "self adjusting," and **reduces confusion** of what can and can't be used by each skin type. Each of the products are ph-balanced, and the balance itself is displayed on the front of all the packaging.



Deep Pore Foaming Cleanser 150ml £20/\$30: Containing alpha hydroxy acids derived from organic sugar cane and apple, which help remove dull skin cells. 95% certified organic.

Ultra Mild Silken Cleanser 125ml £19/\$30:

A light, silky formula that uses aloe vera and cucumber juices to soothe and hydrate. 97% certified organic.



Purifying & Energising Super Bioactive 250ml £19/\$35: Rich in phytochemicals and vitamins, this gives an energising and clarifying boost to skin. 99% certified organic.

Tone & Balance Super Bioactive 250ml £19/\$35: Formulated for oily skins, this balances sebum control without stripping away essential natural oils. Containing phytochemicals and vitamins. 99%

certified organic.

Normalising Day Face 40ml £22/\$45: This moisturiser uses Siberian and Korean ginseng and shizandra fruit to support and strengthen the complexion, and has Ayurvedic benefits. 90% certified organic.

Mega Omegas Day Face 40ml £22/\$45: This uses raspberry seed, evening primrose, pomegranate and white peony for ultra hydration and to even out fine lines and wrinkles. 90% certified organic.



Polyphenol Skin Drops 75ml £45/\$75: Extra light, and fast penetrating, these bioactive drops contain apple, aloe, white and green tea for anti ageing benefits. 96% certified organic.

Skin Energising High Potency Concentrate 75ml £60/\$95: A fast penetrating, lightweight multi-tasking serum containing yeast fermented B and CoQ10 combined with hyaluronic acid and aloe vera for antioxidant protection. 88% certified organic.



Refining Peel Mask 50ml £23/\$40: Containing amethyst, pineapple and acerola cherry to dissolve surface debris, claimed to help stimulate and renew the epidermis with little or no irritation. 93% certified organic.

Purifying Mask 50ml £19/\$40: This removes impurities from the epidermis and keeps skin looking fresh. 96% certified organic.

All Sophyto products are available from the brand's website or selected stockists worldwide.

© WGSN 2008