


# WWD BEAUTY



Ava Anderson's product line.

Photo By Courtesy Photo

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## Green Teen


While other 14-year-old girls were worrying about what to wear and obsessing over "Twilight" star Robert Pattinson, Ava Anderson was busy researching the potential health implications behind her favorite beauty products.

Now 16, the sophomore at Moses Brown School in Providence, R.I., comes home each day to do homework, catch up with friends and run her business, Ava Anderson Non-Toxic. The fruit- and vitamin-infused skin care line, priced from \$12.95 to \$21.95, includes six products, all free of parabens or phthalates.



Red Carpet Colour Body Glow

Photo By: Andrew Matusik

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“They are citrus-based and made with natural ingredients,” says Anderson. “Our mission is to educate people about possible disease-causing chemicals in products they use every day.”

Anderson began her crusade after watching a news segment, which revealed that chemicals commonly found in even natural and organic products were in the bloodstreams of teens and newborns.

Ava Anderson Non-Toxic, which she says is unisex and suitable for any age group, includes a cleanser and a moisturizer, which are rich in sugarcane, lemon fruit oil and honeysuckle extract. An exfoliator contains apricot seed powder and orange peel oil, the toner is made with yucca root extract and witch hazel. Other items in the line include safflower-infused eye makeup remover pads and a lip scrub formulated with spearmint leaf oil.

Ingredients are clearly labeled in large type on the packaging, which Anderson says fits with her goal of keeping the business transparent and informative.

“It’s critical that people realize what you put on your skin gets into your bloodstream,” says a wise-beyond-her-years Anderson, who plans to launch a cosmetics range and additional lines for babies, men and body.

Ava Anderson Non-Toxic is available on [avaandersonnontoxic.com](http://avaandersonnontoxic.com) and through independent reps, who sell products at house parties while making educational presentations.

-Belisa Silva