

ECO LUXE: COMBINING GOOD LIVING WITH RIGHT LIVING

Eco Luxe will treat you to the finest eco-friendly products, brands and services that money can buy: from men's and women's fashion, jewellery, accessories and cosmetics to bespoke travel, design and home furnishings.

The future's green. Sustainable is sexy. Recycling rocks. But... just because it's got to be ethical doesn't mean it can't be luxurious too. On the road to environmental-enlightenment, we're luxing it up.

THURSDAY, 22 NOVEMBER 2007

Brit brand big in LA LA land



Eco Luxe is on a bit of a beauty roll... and let's face it, when a Brit brand is causing a stir in Hollywood we wanna shout about it. Green chemists from SOPHYTO Organic Skincare are, this January, launching their much-awaited anti-ageing skincare line. It's the first

professional use line to have been given a UK Soil Association (SA) certification (which is pretty damn good, trust us!) and, with an average of 95% organic, food grade preservatives as well as a delivery system that transports all the non-toxic multi-vitamins, antioxidants, and enzymes your body needs for anti-ageing: this is a range that's not only keeping it real but also keeping it eco-luxe real.

In the seven years between conception and final development, the brand has been trialled by two of Hollywood's most influential trend gurus; Hollywood stylist Will Carrillo and make up artist, Kathleen Beaton. With a huge celebrity following (Jennifer Lopez, George Clooney and Eva Longoria to name a few), along with experts, dermatologists and plastic surgeons, their input has ensured the product's A-list credibility.

Pictured is the SOPHYTO Polyphenol Skin Drops, £45. To buy this and other products from the line, go to www.beautyexpert.co.uk, or www.sophytoorganics.co.uk, or call 0800 680 0671.

ABOUT ME



LUCY NICHOLS

I'm a 33 year old freelance journalist - I used to work at Conde Nast on Tatler and then

Vanity Fair - and I live in East London. In this website I'll be hand-picking the best of the best eco-savvy products and services with a focus on the high-end of the market.

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▼ June (3)

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[A Slice of Organic Life](#)

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► July (9)

► August (7)

► September (2)

► November (3)

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