

## Seeing Green

### Rose Maloney of Pure Eco Spa on why eco-friendly products make for happier skin

By Julie Tremaine

*Working in a stressful job, Rose Maloney wasn't happy or healthy. "I realized that in order to be whole and happy, I had to change my lifestyle," she says. "I started to pay much more attention to what I was putting on my body, inside and out." Now, Rose is a holistic esthetician and certified herbalist and aromatherapist, and a "raw food enthusiast" who has graduated from the Institute of Integrative Nutrition. Pure Eco Spa & Boutique is the culmination of all of her years of learning about healthier living. "I want to inspire health and wellness in others," Rose says, "bringing natural beauty from the inside out." We sat down to talk about organic skin care, self-pampering and how to protect your skin in the winter.*

#### **What's your definition of "pure" skin care?**

Products that are free of synthetic fragrances, dyes, harsh preservatives and ingredients that have been linked to cancer. I shop for skin care like I shop for groceries, making sure that they are not using any harmful pesticides that I could ultimately absorb into my body. I have made the boutique a haven for products that I have researched exhaustively, personally tried and feel are effective and luxurious at the same time.

At Pure, we offer luxury organic skin care and products including makeup, body oils and creams, after wax products, deodorant, pure essential oils and slow burn candles. There is such a need in our lives for this... a place where you can come relax, breathe a little bit deeper and nourish your body, mind and spirit.

#### **What do you say to people who believe organic skin care doesn't work as well?**

Plants are extremely powerful. I have exceptional products that have green science behind them, containing grape stem cell technology and organic serums that are the equivalent of a retinoid without the harmful side effects that go along with it. When I transfer

someone over to cleaner products there is noticeable improvement to their skin. Once we get them on something more nourishing, their skin starts to rebuild and they get a youthful healthy glow that wasn't there before. I think that your skin care regimen should be a ritual, something wonderful for yourself. Every time you apply them they should make you feel special and know that you are honoring yourself by not putting products on your skin that could be harmful to you.

#### **What's a good winter skin care regimen?**

Put on a humidifier in your home, at least in your bedroom. Your skin needs the moisture that all the indoor heat is taking out. You need to exfoliate two times a week to get rid of the dead skin cells that are acting as a barrier for your moisturizer, but don't over exfoliate or you could end up dehydrating your skin, which is the last thing you want to do in the winter. Use serums – I can't say that enough. My favorites are CoQ10, a powerful antioxidant, which helps with environmental stressors, wrinkles and tighter, firmer skin; and Hyaluronic, which helps with moisture, elasticity and tissue repair. I also recommend a heavier moisturizer to protect skin from the harsh cold and indoor heat. Lastly, wear a sunscreen.

#### **What's your favorite spa indulgence?**

I love body wraps and sauna. They are detoxifying, you feel lighter and your skin feels so amazing afterwards. I'll start with the sauna to get a good sweat going, then a body wrap with a handmade scrub, pure essential oils, and a detoxifying body mask along with a scented body oil and a shea butter cream massage. Your skin feels so clean, soft, smooth and hydrated.

#### **Tell us about light therapy.**

Just like plants, our skin and other body tissues can absorb light and convert it into energy.



PHOTO BY SAVANNAH BARKLEY

Our cells have the ability to absorb and use this energy to repair and regenerate collagen and elastin skin cells. This therapeutic light stimulates cellular regeneration by building collagen, killing acne bacteria, and reducing inflammation while accelerating the healing process. The immediate benefits of light therapy include minimized appearance of pores, fine lines and wrinkles. Circulation increases, leaving the skin with a radiant healthy glow. My Star Light Facial is an advanced skin care technology giving you the benefits of microdermabrasion, plus facial rejuvenation with ultrasound infusion of essential revitalizing nutrients and healing skin oxygenation from within. Then we add LED Light Therapy to stimulate collagen and elastin production, eliminating fine lines while firming and toning to give you a youthful glow. Your skin feels and looks completely different from when you came in.

#### **What's new for the new year at Pure?**

I have a new Gemstone Elixir Facial, and we are offering a complimentary LED light therapy add-on. This is a luxurious facial using natural, sustainably grown botanicals, created using the best of green science, to deliver a plethora of nourishing phyto-nutrients to create a high-performance, efficacious treatment with the addition of warm and cool gemstones to help improve circulation and encourage relaxation of the mind and the body.