Scents & Sensibility

Pour le Monde

\$95. PLMParlums.com

Beautiful You: Pour le Monde, which means "For the World", has created three 100 percent natural eau de parfums that are free of harmful chemicals such as phthalates, parabens, sulfates, formaldehyde, chemical sunscreens and petrochemicals, and are infused with grain alcohol. The naturally derived fragrances are vegan, gluten free and free of animal testing.

Beautiful World: When former fashion magazine executive Wendi S. Berger couldn't find chemical-free fragrances during her pregnancy, she created all-natural perfumes that give back. Pour le Monde's premiere cause partners are National Multiple Sclerosis Society, Cancer Support Community and Guiding Eyes for the Blind; 10 percent of every sale is given back to the charities.





The 7 Virtues Custom Blend Box

\$85 The Zvirtues com

Beautiful You: The 7 Virtues Custom Blend Box contains four awardwinning vegan fragrances made with natural essential oils from nations rebuilding. Create your own signature peace fragrance by blending each scent together with another. (The scents are intoxicating!)

Beautiful World: This Canadian company, based in Halifax, Nova Scotia, flexes its buying power to empower families in countries that are rebuilding. The fragrance collection is created with essential oils from nations that are rebuilding including Haiti, Afghanistan and the Middle East.



Elizabeth Taylor's White Diamonds

\$68 (3.3 fl. oz.), Macys.com

Beautiful You: Elizabeth Taylor's iconic fragrance is one of the most successful fragrances of all time. White Diamonds reflects the deep feminine warmth and classic enduring beauty of the woman who made it – Elizabeth Taylor. It's the epitome of her star-quality – radiant, extraordinarily rare and overwhelmingly and dazzlingly beautiful.

Beautiful World: As

part of Elizabeth Taylor's passionate commitment and fearless leadership in the fight against HIV/AIDS, 25 percent of all royalties from White Diamonds and her other House of Taylor fragrances benefit The Elizabeth Taylor AIDS Foundation.

Beauty with A PURPOSE

By Janene Mascarella

At BELLA, we love all things beauty and feel it truly radiates from within. In honor of that philosophy, we scoured the shelves in search of cosmetics with a conscience and products with a higher purpose to shine a light on brands that strive to make you (and the world!) more beautiful.

066 BELLANYC.COM | March/April 2014