

FUTURE CULT CLASSICS TO SNAP UP NOW

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KATIE'S AROMA BEADS
So much more than beautiful bracelets, each piece contains one or two pumice stone beads that can be sprinkled with essential oil for an on-the-go feelgood boost. Brand founder Katie Service says, 'I started to make them for myself to get more out of my essential oil blends. Rollerballs and room diffusers are great, but you can't take them out. Combining the therapeutic benefits of an essential oil with a beautiful piece of jewellery seemed the perfect solution.'
From £29; katieservice.co.uk



THE AROMATHERAPISTS

SUN.DAY OF LONDON

If you're a sucker for a romantic brand history, Sun.Day of London is for you. The story began during founder Natasha Garbawi's childhood, when her great grandfather introduced her to the healing botanicals and plants found in the Macedonian mountains close to her family's hometown of Prilep. Fast-forward a few generations and you have an aromatherapy-grade collection of candles and room fragrances. Botanical Atmosphere Mist is a fresh, uplifting blend of 10 essential oils that can elevate your space in a single spritz.
£19; sundayoflondon.com

VERDANT ALCHEMY

This brand's philosophy is all about investing in rest and creating a ritual around bathing – aka just the tonic we need in lockdown. Try Bath And Shower Drift Off Oil with calming lavender, mandarin and vetiver essential oils. More of a shower person? Add a few drops to palms and inhale the scent, before applying to neck and arms and letting it steam up into a spa-like vapour under warm water. Dreamy.
£42, verdantalchemy.co.uk

From Lizzo-approved haircare to aromatherapy works of art, these are the innovative products – from under-the-radar brands – that have wowed us (and we are a tough crowd)



BIOSSANCE
Co-founder of Cult Beauty Alexia Inge hails Biossance as 'one to watch' this year. 'Ethical, vegan and values-driven, its formulas are stunning,' she says. 'One of my trend terms for 2021 was "cleanical", by which I mean products that offer the best that both nature and their labs can offer. Biossance is a great example. This underground cult brand is set to be massive.' You heard it here first.
Try Squalane + Vitamin C Rose Oil, £61; cultbeauty.co.uk/biossance

GUY MORGAN

Guy's eponymous skincare line is an example of small batch beauty at its best. The Hackney-based brand produces a capsule collection of quality products that contain wild and ethically sourced ingredients. The perfect entry point to this collection? The Dagger Rose Cleansing Powder, a 'just add water' blend of botanicals and minerals that gently exfoliate as they cleanse.
£36; guy-morgan.com

CLEAN SKIN SPECIALISTS

NEIGHBOURHOOD BOTANICALS

If the pop art packaging doesn't have you at hello, then check out this brand's clean credentials. Created in London, each formula is 100% natural with Eco-cert ingredients. Expect plant-powered results from the likes of The Daily Glow Facial Oil, with the zingy hit of orange, grapefruit and lemon peel oils. Forget coffee, this gem is the perfect pick-me-up.
£28; neighbourhoodbotanicals.com



'ETHICAL, VEGAN AND VALUES-DRIVEN, BIOSSANCE IS SET TO BE MASSIVE'

TEXTURED HAIR HEROES



HUR
Hur hit the market with three styling irons in November. Sustainability is a top priority, so you can order your stylers 'naked' to cut down on packaging. Choose a Classic, Wide or Slanted Straightener: all have five temperature settings so, whether you're styling extensions, chemically treated or coarse hair, Hur has you covered. From £129; hurhair.co.uk

RADSWAN
The brainchild of fashion stylist, influencer and trailblazing entrepreneur Freddie Harrel (left), RadSwan offers a range of Afro hair extensions and wigs which, Freddie's says, represent, 'A conscious beauty brand built with and for the global African diaspora.' She continues, 'I wanted to venture into the synthetic hair industry and provide a high-quality product that's easy to use. I'm offering a new look that takes five minutes to put on.' And what's not to love about that? radswan.co.uk

AIRFRO
Founded in London, Airfro proclaim themselves to be the next generation of curly haircare specialists, serving up time-saving products that refresh and revive curls fast. The hero buy? 00.3 DFY Curl Refresh is the brand's answer to dry shampoo, specifically formulated for curls and coils. £14.95; myairfro.com

INNERSENSE
With a section of their organic range devoted to curly hair, this brand already counts Lizzo as a fan. Try Quiet Calm Curl Control, a styling lotion that hydrates, defines and smooths curls with a combination of natural shea butter, rice bran oil and oat kernel extract, all of which strengthen curls as they're styled. £24; cultbeauty.co.uk/innersense



OLFACTIVE O
If you're in the market for a new fragrance and have no idea where to start, get acquainted with Olfactive O – a brand that matches you to a fragrance via your personality traits. Are you 'elegant, effortless and romantic'? Then you're a Floral. More of a 'dark horse, secret keeper and thinker'? Woody is your perfect match. It makes for a convenient way of shopping mid-lockdown when there's no way to spritz before you spend. £60; olfactive.com



SCENT ALCHEMISTS

BEL REBEL
If you like your fragrance smoky and straight up, get googling Bel Rebel Air, a sophisticated spritz that blends classic woods with birch tar (never heard of it? Don't worry, just know it smells ah-mazing). The London brand produces small batches in 100% compostable packaging, so it ticks the sustainability box too. £139; belrebel.com

ST ROSE
Hailing from NYC, St Rose delivers modern luxury scents with a promise that you can indulge in chic packaging and complex scents without compromising on eco credentials (the brand uses only ethically and sustainably sourced ingredients and plants a tree for every bottle bought). Gypsy Cowboy EDP is a smoky take on rose. £128; reve-en-vert.com/st-rose-artisan-fragrances



NEW CANDLES ON THE BLOCK

Boy Smells
We love Fleurshadow, an in-your-face pink affair with rose, peach flesh, amber and oak moss. It's sure to elevate your lockdown situation in the strike of a match. £30; spacenk.com

August & Piers London
Elegantly minimalist in appearance, these candles were an instant hit when they launched in November (Rosie Huntington-Whiteley is already a fan). Try the smoky charms of its Libertine candle. £59; augustpiers.com

Nomad Noe
Is upcycling your thing? You can't go wrong with the slick lidded design of this candle range. Choosing a favourite scent is tricky, but we reckon the Hero In Niani candle – a cosy combo of amber and sweet patchouli – is a fail-safe winner. £55; selfridges.com

Overose Paris
There's nothing camera shy about this dusty pink candle range that celebrates all things rose-scented. We're particularly taken with the brand's Nudesse candle. £46; cultbeauty.co.uk

Eym Naturals
100% natural, each candle is named to signal the mood it invokes. We love Create – The Uplifting One, a mood-boosting concoction of orange, bergamot and black pepper. £39; libertylondon.com

