

August 2011 – by: Lauren Pires

### “Who’s Who in Natural Beauty” Nomination: Mary Futher

Mary Futher is the visionary behind *kaia naturals*, an emerging indie, cruelty-free company based in Toronto, Canada. A beauty veteran in product development and marketing, having worked at such companies as Yves St. Laurent, Revlon, Elizabeth Arden and Shopper’s Drugmart, Futher founded *kaia naturals* on the premise of re-engineering beauty products to make them green. She has succeeded in her endeavour with *kaia naturals* juicy bamboo facial cleansing cloths. The cloths are completely biodegradable and made of 100% sustainable bamboo fibre, soaked in vitamins and eight essential oils, and use the powers of natural ingredients such as organic Canadian honey, sunflower oil and oat protein to hydrate, cleanse, and lift impurities.

Inspiration for the product struck when Futher noticed the lack of eco-friendly options in the disposable cleansing cloth category. This growing segment is huge with working moms and teens, who choose facial wipes due to the convenience of removing makeup quickly and cleansing their skin before bed. The opportunity to create a wipe made from a sustainable, biodegradable cloth, and formulated without the harsh ingredients usually found in wipes, presented itself. In 2009, after two years of product development, it was launched into the green beauty scene. The company is an approved member of PETA, as listed on their Caring Consumer website, and never tests their products on animals. Their products do not contain alcohol, synthetic fragrance, parabens, or sulfates. To date, *kaia naturals* cloths remain the only sustainable product of its kind distributed in North America.

In the fall of 2011, *kaia naturals* will be expanding its skincare line to include an eye cream, moisturizer, and serum. The new products are vegan, as well as gluten-free, to appeal to a larger range of consumers. Futher’s present and continuing positive contributions to the natural and organic beauty industry are why she deserves to be nominated for the “Who’s Who in Natural Beauty” contest 2012.