



CRABTREE & EVELYN

India Hicks, a British model, designer and author is the new spokesperson for Crabtree & Evelyn and is helping change the company's image giving it new products and a hip new attitude.

Natural Beauty

BY TIFFANY FIGUEIREDO

A classic bath-and-body brand gets a fresh-faced makeover.

Crabtree & Evelyn and I are pretty close in age (give or take a handful of years).

But whereas I consider myself to be fairly young and certainly hip, I've always thought of Crabtree & Evelyn as the type of place where you'd buy your grandma a birthday gift — perhaps bath beads or tea rose body lotion. However, as I've recently discovered, the 35-year-old beauty brand has adopted a new attitude and proved me wrong.

With new companies entering the beauty market daily, classic Crabtree & Evelyn is practically one of the grand dames of the business. Although the company prides itself on its English sensibility, it is actually an American company started in Cambridge, Mass., in the early '70s. Named for the crabapple tree and John Evelyn, a 17th-century English conservationist, the company has long used natural botanical ingredients in its immensely popular bath, body and home products. Today, the natural philosophy remains, but thanks to a new spokesperson and new products, all traces of English stuffiness are gone.

The company has tapped

to Lady Diana. She and her partner, David Flint Wood, live an enviable life with their three boys on Harbour Island in the Bahamas, where they run The Landing, a small hotel, restaurant and boutique.

Having lived in the Bahamas for some time, Hicks has, despite her glamorous blue-blood background, thoroughly embraced the island way of life. For her, that means slowing down to appreciate all that nature has to offer, including easy and practical beauty secrets used by island women for centuries. She shares this wisdom in her book, *Island Life*, which includes tips for healthy eating and living, and recipes for all-natural body treatments such as Avocado Cleanser, Exuma Salt Glow and Hibiscus Hair Shampoo.

The book, available at Crabtree & Evelyn stores and on its Web site, has been an inspiration for new products developed by the retailer, including the Naturals line of botanical-based body care formulas. The collection of 19 products is full of botanical extracts, oils and mineral complexes and leaves out the parabens, mineral oils, synthetic dyes and that scary, headline-making mystery ingredient found in so many beauty products: sodium lauryl sulfate.

The Naturals products, made with ingredients such as edamame, rice, bamboo, lemon grass, brown sugar, mango, cucumber and cocoa butter, include smoothing body scrubs in three formulas, foaming shower mousses, vitamin-rich body mists and body bars made with 20 percent grape-seed, almond and olive oil. Although the products are botanical-based, their fragrances contain no floral notes, meaning that nothing smells so girly that it can't be used by men, too. Clean, colorful packaging adds to the feeling that these are products you'd find in your bathroom at an exotic, tropical spa resort.

Crabtree & Evelyn also has a full line of skincare products designed to address such modern-day problems as dark circles, thinning pouts and spotty, wrinkled skin. Infused with skin-saving workhorses such as vitamins K and C, glycolic and salicylic acid, green tea, retinol and ceramides, the botanical face fixers are showing up as beauty-editor favorites in *Glamour*, *Allure* and *InStyle*.

Longtime customers need not fret that old favorites will disappear in the wake of change. Crabtree & Evelyn's bestselling, quintessentially English products, such as scented drawer liners, potpourri, rosewater hand cream and lily of the valley soaps are still available, right alongside all that is hip and new.

I Want That

You can order online at www.crabtreeevelyn.com. Stores are located in Hulen Mall and the Dallas Galleria. Skin Etc. carries a large sampling of Crabtree & Evelyn. Hulen Mall 4800 S. Hulen St., Fort Worth 817-346-2733 Dallas Galleria 13350 Dallas Parkway, Dallas 972-387-2885 Skin Etc. 715 Commerce St., Southlake 817-488-9227



The Crabtree & Evelyn Naturals line is all about botanical extracts. Among our favorites are the body mists and shower mousse.

India Hicks, a British designer, fashion model and author, to be its spokesperson and to collaborate on packaging design and product development. Hicks, the daughter of interior designer David Hicks and Lady Pamela Hicks and granddaughter of the Earl of Mountbatten of Burma, the last British Viceroy to India, was a bridesmaid at the wedding of her godfather, Prince Charles,