



## NATURAL BEAUTY

By Jennifer Barger

With its clawfoot tub, subway-tiled walls and shelves of sweet-smelling potions, Bethesda's new Follain comes across like a dream spa bathroom. But the newest branch of the natural beauty chain, the brainchild of DC-raised **Tara Foley**, is more than simply a pretty place. It's a temple to green living: Dozens of nontoxic cosmetic and makeup brands can be found within this sanctuary to skin. And this Boston-based hometown girl gives us a fresh look inside. 4810 Bethesda Ave., [follain.com](http://follain.com)

**You used to work in marketing at a law firm. What drew you to beauty?**

I've always been focused on my own health and wellness, but when I started to try to take care of my skin, I realized there were so many unsafe beauty products in the United States. I went on a deep dive... worked at a lavender farm in France and finally opened a pilot store in 2013.

**So, what is clean beauty?**

It means products that are nontoxic and safe for us and our planet. Follain also believes things have to... deliver a great experience. Historically, [many]

people thought clean beauty was a granola... experience. The industry has come a long way.

**What should I ditch to clean up my act?** The hand soap and body soap that we all have in our showers and kitchens: It has synthetic fragrances that act as an umbrella over things that can irritate your skin. It's why we created our refillable Follain soap program.

**Any new products for fall?** While we have primarily been stocking other brands in our stores, we're launching a handful of Follain label items this season.

We're doing deodorant, as well as a selection of co-branded bath and body products created in partnership with some of the brands that we carry.

**What's next?** We're going to continue to... spread our message. We'll have 10 stores across the country by the end of 2019, including Seattle and Dallas.

**Your parents still live in the area. What do you do when you visit?** I love to spend time outside. The C&O Canal footpath is near my parents' house, and I run, bike or stroll with my son on it.

ABOUT FACE

### IN THE SKIN

Glamming up has never been so easy thanks to DC's primping palaces. **Aura Spa** (various locations, [auraspa.net](http://auraspa.net)) preps skin via the NuFace Facial Toning technology (45-minute sessions for \$110 each, six-pack for \$540). The treatment noninvasively strengthens the skin for a natural contour; after six sessions, the LED light therapy minimizes wrinkles and improves complexion. ...

**DC Lash Bar** (1633 Wisconsin Ave. NW, Georgetown, [dclashbar.com](http://dclashbar.com)) has its Eyeliner Effect (initial full set for \$290, fill for \$130). It involves applying shorter lashes to the lash line to provide a natural look. It's sweat- and waterproof, and lasts up to three weeks. Keep an eye out for the Ballston Quarter studio, opening in November. ... A final stop is **Take Care** (1338 Wisconsin Ave. NW, Georgetown, [takecareshopdc.com](http://takecareshopdc.com)) for the rest of your beauty needs. The organic skincare shop features Kjaer Weis' Reverence cream blush, part of its Midsummer line; it's often used in the store's makeup bag makeover (\$50) offering guidance and products tailored to the individual. A tip: Book a Kjaer Weis Collector's Kit appointment (\$50) for a uniquely designed color palette. We're glowing! —*Jess Feldman*



Reverence cream blush, \$56, by Kjaer Weis at Take Care, Georgetown

TARA FOLEY PHOTO COURTESY OF FOLLAIN