

**Jessa Blades '01**

Founder and CEO, Blades Natural Beauty

[www.bladesnaturalbeauty.com](http://www.bladesnaturalbeauty.com)

blog: [www.heirloombeauty.com](http://www.heirloombeauty.com)

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**Jessa Blades '01** is founder and CEO of Blades Natural Beauty, a company that offers consultation and education services to both personal and professional clients, as well as makeup artistry for photo shoots and special events, using only natural and organic products. She is widely regarded as a pioneer in the eco-beauty movement, a trend toward the use of natural, environmentally friendly cosmetics and personal care products.

After graduating from Completions Makeup Artistry School in Toronto, Canada, in 2002, she worked for MAC Cosmetics. She then did a stint as the sole makeup artist in the U.S. Virgin Islands (St. John) before heading to New York City, where she worked in the fashion and beauty industries. It was in the Big Apple that she learned about the health and environmental risks posed by toxic ingredients contained in traditional beauty products. Not only do these products threaten women's health, but they are also harmful to the environment. Blades also discovered that there is virtually no information on the products to alert consumers to their potential danger. She began exhaustive research into cosmetics and personal care products, identifying those with harmful chemicals as well as natural, environmentally friendly brands. This research, paired with the desire to help women look and feel their best, motivated her to launch Blades Natural Beauty in 2008. Drawing on her interest in medicinal herbs, Blades handcrafted a line of plant-based skincare products that promote healing, launching in August of 2011. She sells these products on her online store [www.bladesnaturalbeauty.com/shop](http://www.bladesnaturalbeauty.com/shop). In addition to the skincare products that Blades creates herself, the store also features a collection of her favorite natural beauty products on the market, making it easy for people to find safe products that work.

As her business has grown, so has Blades' role as a leading advocate for empowering women to make healthy choices about cosmetics. She's a lead consultant to Teens Turning Green and The Campaign for Safe Cosmetics, both non-profit organizations committed to making the use of makeup and personal care products a healthier experience for girls and women. A frequent contributor to *Vogue.com*, *The New York Times*, and *Whole Living*, *Natural Health*, *Organic Spa*, and *Elegant Bride* magazines, she has appeared on NBC's Today Show and *PAPERmag.com*. In 2009, she was featured as one of *Glamour* magazine's 70 Amazing Eco-Heroes, and this year, was selected Best Green Makeup Artist by sustainability multimedia source TreeHugger. This August, she was among "three of Brooklyn's greenest beauty queens" spotlighted in a *New York Times* T Magazine feature titled "The Locavores," discussing all-natural beauty products.

Her blog, Heirloom Beauty ([www.heirloombeauty.com](http://www.heirloombeauty.com)), features a collection of all things natural and beautiful. Here, Jessa shares her favorite beauty products, wellness tips, recipes, and easy ways to incorporate the world of herbs and plant medicine in daily living.