

! On our 2021 back page, we're celebrating Allure's 30th birthday by commemorating the beauty innovations we've loved over the years and still use and cherish today.

The Right to Shower bar soap in (from top) Strength (juicy red ginger), Dignity (bracing sea salt and clay), and Joy (bright citrus and honeysuckle). \$5.99 each.



## raising the *bar*

**Who gets to wash?** Throughout human history, access to clean water, the disposable income to spend on oils and brushes, and the facilities required for bathing have not been universally guaranteed. According to a 2019 report by the World Health Organization and UNICEF, more than two billion people do not have access to basic sanitation. LavaMaeX (loosely derived from the Spanish *lávame*, or wash me) is a nonprofit founded on the notion that hygiene should be accessible to all, and provides free handwashing stations and mobile showers to those experiencing homelessness in the San Francisco Bay Area and Los Angeles. LavaMaeX's liquid body washes and bar soaps are furnished by The Right to Shower, a Unilever body-care label. Since 2020, the brand has routed 30 percent of its profits back to funding LavaMaeX's operations (when Right to Shower launched in 2019, it donated 100 percent of profits). One Rothkoesque bar of soap is roughly the cost of a latte, but those sales help the organization provide showers for 35 to 40 people a day. It's good, clean work.