

Beauty

organic

GREEN + NATURAL + ECOFRIENDLY

Jamu-inspired products have finally reached our shores. Metta Murdaya, a native Indonesian raised in Jakarta and California, is one of four founders of Juara Skin Care (www.juaraskincare.com). Murdaya realized that many of the products used in Indonesian beauty treatments were not easily available in the West, and she decided to do something about it. In her line, Juara makes liberal use of traditional Indonesian ingredients such as rice, turmeric, tamarind, and candlenut as well as tea.



Susan Jane Beers/Turtle Publishing

The Secret of Indonesian Beauty

The ancient Indonesian practice of jamu, though not nearly as familiar as Chinese or Ayurvedic medicine, shares a philosophy of balancing inner health with outer radiance.

By Karen Zusman

IT'S JUST PAST DAWN in central Java. Amid the clippety clop of horse-drawn carts making gentle laps around the sultan's palace, there's the clank of glass bottles, gurgling with healing herbal tonics that are carried on women's backs.

The scene is Joygakarta, home to the royal family and to the ancient manuscripts that contain the recipes for sacred herbal elixirs known as *jamu*. Translated as "herbal remedies used internally and externally for health and beauty," *jamu* remains an integral part of the Indonesian culture, which stresses inner health as the means to outer radiance.

Today, *jamu* and the royal beauty rituals that accompanied it have long since left the palace to become a vital part of Indonesian life. In a country that boasts one of the world's most abundant flo-

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