

Jessica Alba

The actress and mom of two (Honor, 5, and Haven, 2) admits to saying “Because I told you so!” more often than she would like. We can totally relate.

What’s your favorite way to spend time with your daughters?

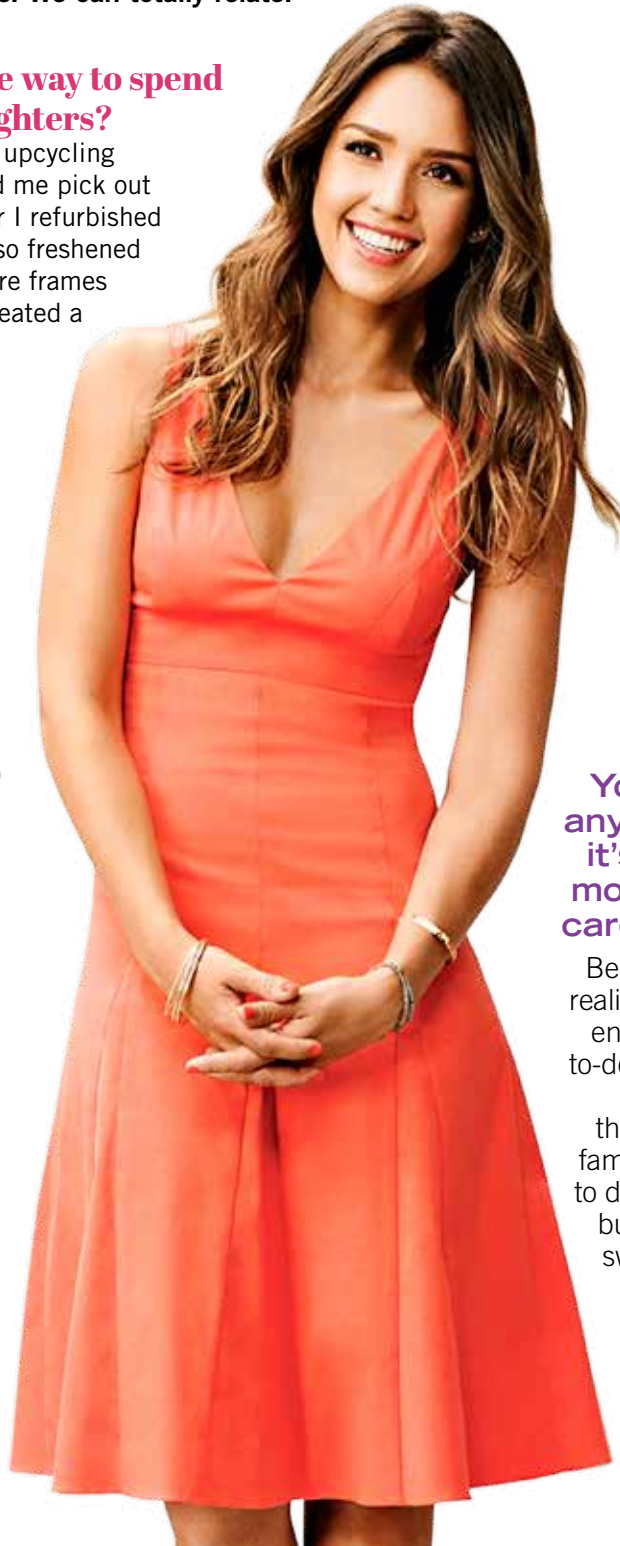
We love getting crafty and upcycling found items. Honor helped me pick out knobs for a vintage dresser I refurbished for Haven’s nursery. We also freshened up some flea-market picture frames with nontoxic paint and created a gallery wall of her artwork.

Who’s the tougher parent?

I’m the bad cop who enforces time-outs. My husband, Cash, is the good cop who tries to reason with the girls. They’re strong-willed—just like I was as a kid—so it can be frustrating when they stick to their guns.

Have you always been eco-conscious?

When I became a mom I learned that many so-called green shampoos, diapers and detergents still contained the toxic chemicals I wanted to avoid. I launched The Honest Company to make it easy for parents to buy children’s gear and products that are safe, natural and effective.



How do you manage to look fabulous all the time? Tell us your secret.

Know what looks best on your body.

Invest in classic pieces and add fun accessories.

Oh, and never leave the house without concealer and mascara!

You’ve said that anyone who claims it’s easy juggling motherhood and a career “is full of it.”

Being supermom isn’t a realistic standard. I rely on endless schedules and to-do lists—not to mention

Cash—to manage the chaos of work and family life. It’s impossible to do everything perfectly, but I’ve learned not to sweat the small stuff.