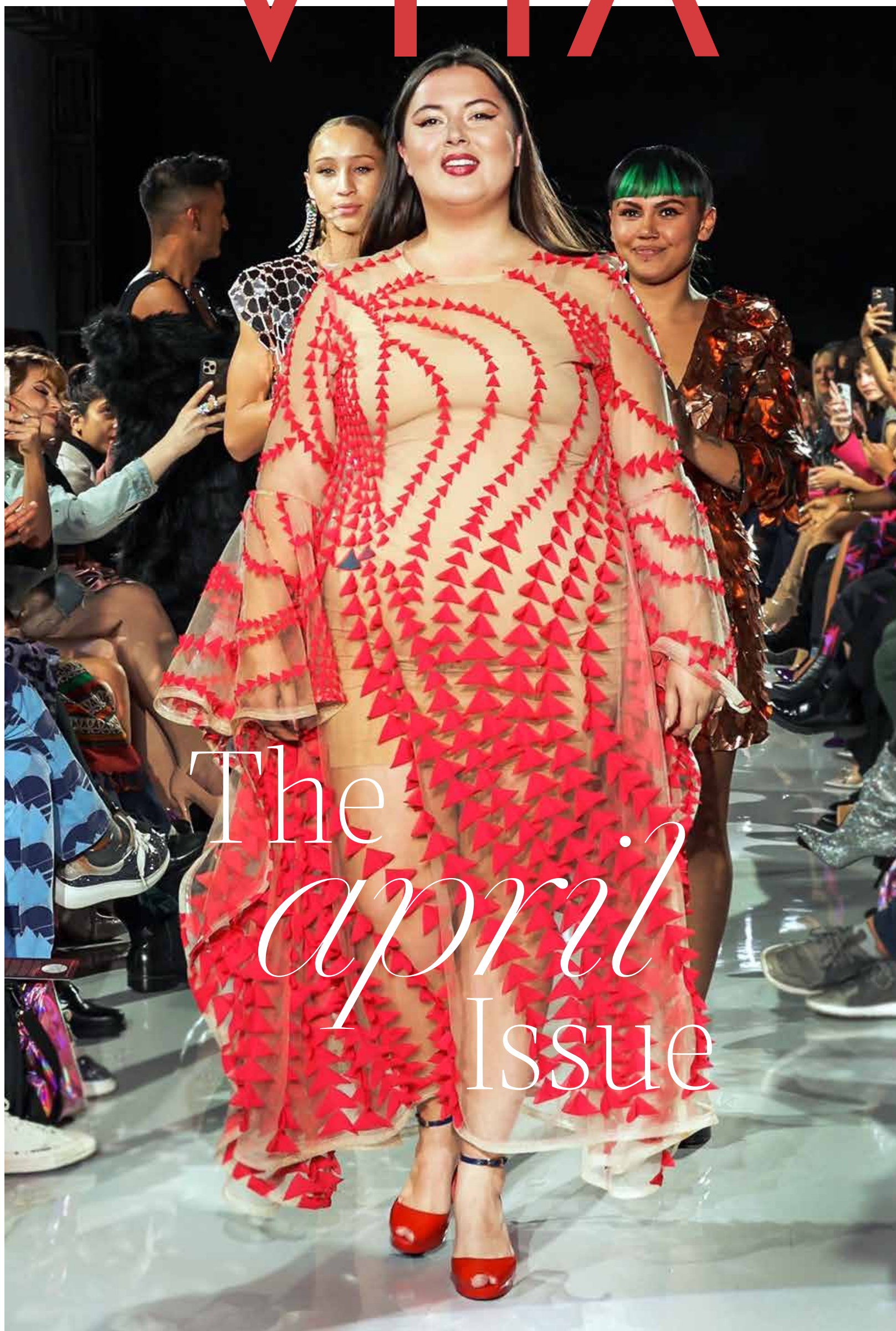


Lifestyle content you care about from *Vitadaily.ca*

VITA



The April Issue

INSIDE *the* ISSUE

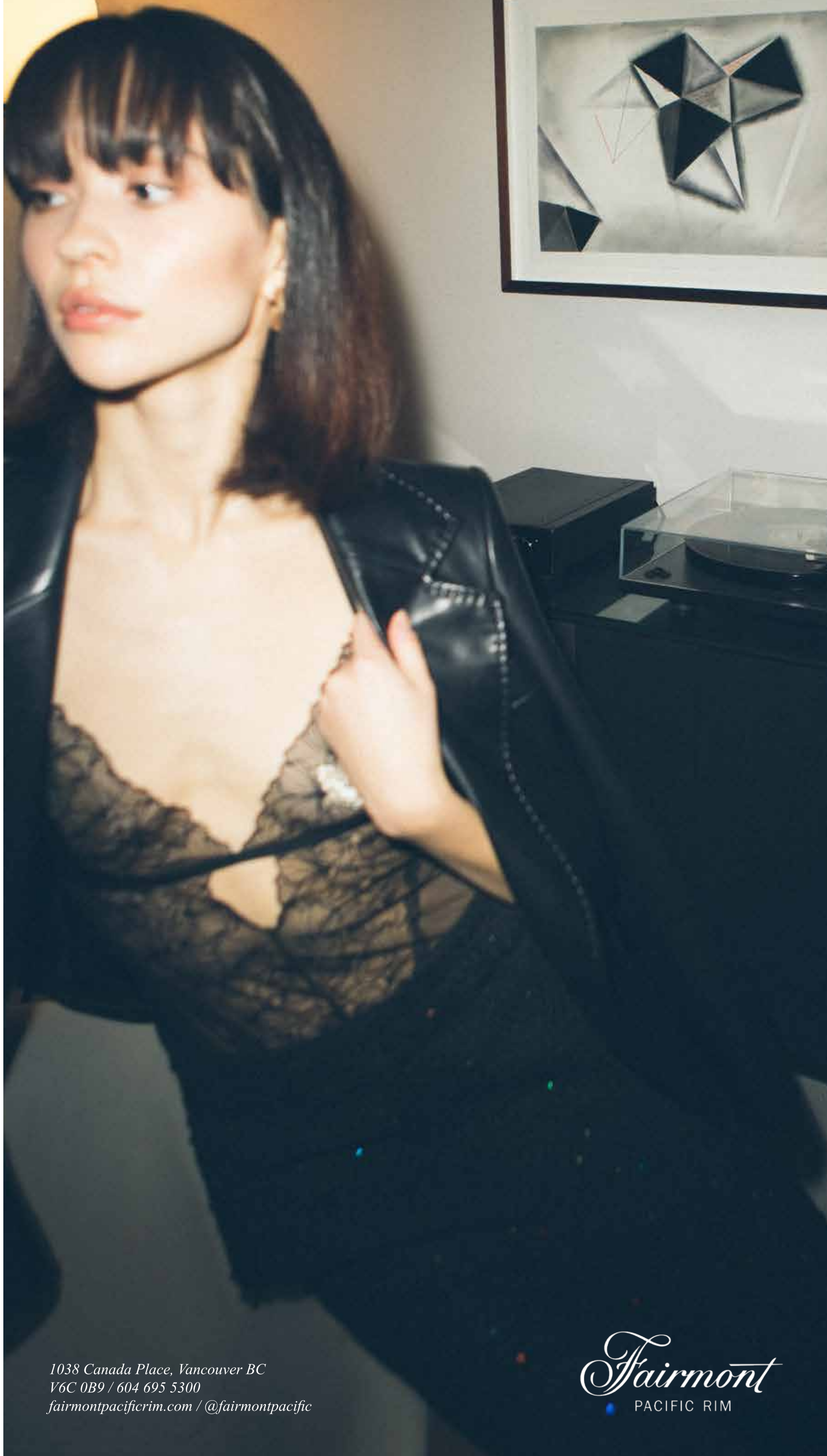
CULTURE Indigenous knowledge holds *weight*—and it can help us innovate

STYLE Viva Magenta is Pantone’s *pink-purple-red* colour of the year

TRAVEL A tropical adventure filled with *sun* and *culture* in St. Kitts

ENVIRONMENT New ways to tackle the *ugly side of the* beauty industry

*BEYOND EXTRAORDINARY,
THE UNEXPECTED STARTS HERE*



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Editor's DESK

A Note From Noa

April showers bring a new issue of VITA to life. It's Earth Month, which means a magazine that's dedicated to Mother Nature—starting with how Indigenous cultural traditions and knowledge can help fight the climate crisis and transform the fashion, beauty and other industries. Plus, six earth-friendly wines to try, our fave green beauty picks and a look at a new program by Clarins that's all about transparency. My editor's pick this month is Nespresso's new Vertuo Creatista (\$1,099)—the brand's most-premium coffee maker to date. In three colours (stainless steel, black and white), this baby delivers a full range of drink styles in various cup sizes, along with integrated milk solutions (read: a Breville steam wand and adjustable settings for milk temp and texture, plus quality froth) and the same recyclable capsules as always. Needless to say, I've been practising my latte art!

Noa Nichol EDITOR-IN-CHIEF



Our featured influencer this month is mom, model and Bunibonibee Cree Nation creator Michelle Chubb of Winnipeg, Manitoba, whose ultimate goal when it comes to social media is to "prove to young Native kids ... that they can dream big, and do it."

Michelle Chubb

@INDIGENOUS_BADDIE



PHOTO: LINDSAY ROWAN

Hi Michelle! Tell us a bit about yourself.

I am 25 and a new mother to my daughter Pisim, who is one year old. I started making TikToks in 2020 when I noticed non-Indigenous people spreading misinformation and speaking for us. So, I started making my own content and amplifying the problems we face. It's

history from there—I've been to places like Paris, New York City, Toronto and Vancouver. I've been able to model for Bonlook, Sephora Canada, Summersalt—and a runway for my friend Scott Wabano! I'm here to prove to the young Native kids that look up to me that they can dream big and do it!

How do you use your platform to impact those who follow you?

I use my platform to encourage other Indigenous people/youth to come out of their shells, while informing non-Indigenous people about us and the problems we face as a community. I stick with the values and goals I had in mind when I started my online journey, which is to amplify the Indigenous community while tackling the stereotypes that are projected onto us.

You recently walked in NYFW! Tell us about that experience.

Oh, wow, I still cannot believe I've been able to experience that! I'm just thinking about how I got here, how did I get this opportunity? It was so surreal: the atmosphere, the people, the energy. Its unbeatable. It was all chaos, but I loved it! When it was my turn up next, I remember feeling these chills that I felt before, which was when I gave my TED Talk speech—the feeling of your body wanting to jump out of your skin. When I started walking and turned the corner to the stage, all cameras and heads just turned and I felt this rush, and



PHOTO: LAURINE OKAY

just went with it. I let the energy flow through my body; I felt powerful walking on that stage, but so nervous. Once we were done I realized how we were changing history; not many Native kids get to experience this. I was so proud of us all. It's a feeling of, 'You made it, and it's only up from here.'

Any advice for those of us who are not part of the local Indigenous community, but wish to gain more knowledge/understanding and be allies?

Look for cultural community centres around your area/city. Talk to elders. Attend powwows and ceremonies, when available. Research; all the research can go the long way. Stick up for Indigenous people and participate in Indigenous rights' movements.

Reconciliation is a word that gets a lot of press. What does it mean to you, and what do you think Canadians can do to advance it/get involved in the movement?

Reconciliation means listening and actually doing the work that has been discussed. It means being involved with changing the Indigenous community for the positive.

How has motherhood changed your life/perspective?

It changed a lot, from my skin to the way I think about life. I think motherhood is sacred and very special to experience; I'm excited for the next generation.

What are some of your personal favourite environmentally friendly hacks?

To only take what's needed. V



PHOTO: LINDSAY ROWAN

THE MAKING OF THE ONTARIO

April Issue

No. 06 ————— 2023

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Viva Magenta

Pantone's *pinkish-purplish-red* pick for 2023 vibrates with vim and vigour, and is open to some *lin*-erpretation



1. KITCHENAID HIBISCUS ARTISAN SERIES 5 QUART TILT-HEAD STAND MIXER, \$545 This eye-catching fuchsia is bound to stand out on your countertop, just as it does in nature. [Kitchenaid.ca](#)

2. BIRKS OMI PRIVÉ OVAL PURPLISH-PINK STAR SAPPHIRES DIAMOND RING, \$32,600 This beauty boasts an oval purplish-pink star sapphire accented by round pink sapphires and diamonds. [Maisonbirks.com](#)

3. DYSON SUPERSONIC, \$550 In fuchsia, this tool brings extra tech to the way you dry your hair by measuring the temp of the air to ensure it's never too hot or too cold. [Bestbuy.ca](#)

4. SIELLA LACE TRIANGLE BRA, \$48 This Canadian lingerie brand marries sexy with comfortable via a triangle bra, bikini and thong. [Mysiella.com](#)

5. NESPRESSO COLOMBIA, \$14 You may pick up hints of candied apples and red berries in this washed Colombian coffee. [Nespresso.ca](#)

6. FREDERIQUE CONSTANT CLASSICS CARRÉE LADIES WATCH, \$1,195 The Carrée collection evokes glamour with its square shape, white dial showcasing intricate "clous de Paris" decoration, red leather strap and traditional Roman numerals. [Maisonbirks.com](#)

7. GUCCI MID-HEEL SLIDE SANDAL, \$1,360 These fuchsia sequin silk sandals are bunny-ear inspired. [Gucci.ca](#)

8. VICHY IDEALIA MOISTURIZING DAY CREAM FOR COMBINATION SKIN, \$49 An antioxidant-rich formula to boost your overall glow. [Vichy.ca](#)

9. CLARINS LIP COMFORT OIL, \$32 A nourishing oil for shiny, enhanced lips, in a juicy raspberry hue. [Clarins.ca](#)

10. OPI FLASHBULB FUSCHIA, \$14 This flashy pink-purple polish loves the paparazzi. [Opi.com](#)

11. DIPTYQUE TUBÉREUSE CANDLE, \$142 A classic scent in a red-coloured glass container. [Holtrenfrew.com](#)

12. GUCCI ROUGE À LÈVRES MAT LIPSTICK, \$57 This lipstick, in 404 Cassie Magenta, delivers vibrant colour with a soft, velvety feel. [Gucci.ca](#)

13. CHANEL PILOT SUNGLASSES, \$750 Acetate blue and pink, with grey, gradient lenses, this quilted pair protects your peepers from UVA and UVB and are prescription friendly. [Chanel.ca](#)

14. GIORGIO ARMANI ARMANI/PRIVÉ MAGENTA TANZANITE, \$355 Here's a unique blend of tobacco leaf and coffee with a spicy top of cardamom, ginger and bergamot. [Holtrenfrew.com](#)

15. LG MOODUP LG has an exciting, new colour option for its groundbreaking refrigerator. MoodUP: Viva Magenta! is a crimson red that injects excitement and drama into the kitchen. [Lg.com](#)

16. WEEKEND MAX MARA SEQUIN SKIRT, \$445 We're loving this long pleated skirt in a sequin-embroidered tulle fabric. [Ca.maxmara.com](#)

17. AMINA MUADDI DALIDA PATENT LEATHER PLATFORM MULES, \$1,160 These sky-high platforms exude a vintage-inspired charm. [Holtrenfrew.com](#)

18. CHANEL 19 LARGE HANDBAG, \$7,000 Corduroy, gold-tone, silver-tone and ruthenium-finish metal. [Chanel.ca](#)

19. PAUL SMITH SOCKS, \$40 This pattern, "abstract rose garden," features blooming burgundy, scarlet and magenta on a pastel-pink background. [Simons.ca](#)

20. ESTÉE LAUDER PURE COLOR LIPSTICK IN CONFIDENT, \$46 Striking colour, statement-making shades and the beauty brand's most long-wearing, lip-adoring formula. [Esteeauder.ca](#)

Spring's It Bag

BY ALESHA HARRIS
Pink can feel like a solid sartorial statement—so a petite accessory is the perfect way to add a pop of the hue to an outfit without feeling overwhelmed. This design from Italian fashion brand Valentino leans into the Pantone pink moment, offering the saturated magenta shade with a simply chic silhouette. Dubbed the Loco Small Shoulder Bag (\$3,090) the bag features additional eye-catching details such as a bold gold cross-body chain strap and the brand's gilded logo to really make it pop. A detachable top strap allows this perfectly pretty piece to be worn a few different ways for added functionality. [Valentino.com](#)

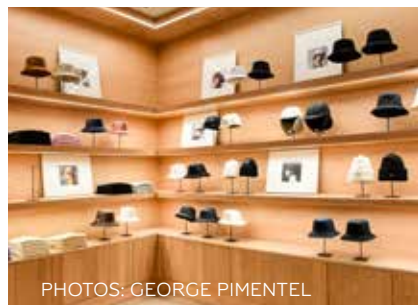
Hot Shops

Toronto's latest and greatest retailers

BY TRUC NGUYEN

TILLEY

The Canadian label, which has been around for more than 40 years, recently opened a 1,500-square-foot store on Ossington Avenue. It's the company's first retail opening under new co-owner Joe Mimran, founder of Club Monaco and Joe Fresh, and you'll find updated, colourful takes on the brand's iconic hat alongside outerwear, knitwear and accessories for adults and kids. **61 Ossington Ave, 647-351-3511. Ca.tilley.com**



PHOTOS: GEORGE PIMENTEL



PHOTOS: MICHAEL MURAZ

REFORMATION

You can now find the sustainably minded L.A. brand's first Canadian flagship store in Yorkville. Described by CEO Hali Borenstein as a "tech-driven retail concept," Reformation's space features large touchscreen monitors in the store and dressing rooms, so you can seamlessly request and try on selects in your size. The eight changerooms also feature choose-your-own lighting options to fit your mood: cool, golden and sexy time. **87 Yorkville Ave, 647-932-6412. Thereformation.com**

HERSCHEL SUPPLY CO.

The Vancouver-based travel lifestyle brand opened its first Toronto store in December, offering a large selection of backpacks, luggage, apparel and more. Designed to reflect the city's "distinctive energy," the 2,700-square-foot Toronto Eaton Centre boutique features bold splashes of colour and eclectic-but-modern elements like Italian tile and custom millwork. The store already boasts an artist-in-residence program, and there are plans to host community events in the space on an ongoing basis. **218 Yonge St., Suite 2-115, 416-205-1115. Herschel.ca**



ARITZIA

You will need some time to fully explore Aritzia's impressive, newly expanded Yorkdale boutique. With custom furniture and eye-catching artwork, the store offers personal shopping and its own house-created music playlists. There's also a sleek A-OK Cafe onsite, offering specialty coffees and teas alongside small bites, alcoholic drinks, pastries and more, so you can grab a snack in-between dressing room visits. **3401 Dufferin St., 416-785-9758. Aritzia.com**



VERONICA BEARD

Womenswear brand Veronica Beard made its Canadian retail debut in Yorkville earlier this year. The cosy space, featuring blonde-wood details and plenty of leopard prints, was decorated in partnership with Carolina de Neufville, the company's go-to interior designer. Founded by sisters-in-law Veronica Miele Beard and Veronica Swanson Beard more than a decade ago, the New York-based label specializes in feminine, luxurious wardrobe essentials. Signature styles include the trompe-l'œil Dickey Jacket and suiting made of an easy-to-wear scuba fabric; you'll also find a selection of the brand's elegant heels and boots at the new boutique. **111 Yorkville Ave., Suite 101, 416-855-6316. Veronicabeard.com**

THE KEEP REFILLERY

Canadian low-waste retailer The Keep Refillery's first Toronto location opened in March on Dupont, offering a curated selection of organic, natural, biodegradable and sustainable home and personal-care products. Come in to fill up containers with dish soap, hand sanitizer, multi-purpose cleaners and more, and stock up on plastic-free or zero-waste versions of everyday items like hair brushes and soap. **637 Dupont St., 416-534-4900. Thekeeprefillery.com**



PHOTOS: ERIN LEYDON

DEAN DAVIDSON

The talented jeweler, whose minimalist, timeless designs are favoured by celebs like Sarah Michelle Gellar, Karlie Kloss and Janelle Monáe, opened his first brick-and-mortar boutique last December in downtown Toronto. Alongside coffee table books and home objects inspired by the designer's travels around the world, the intimate retail space features a commissioned sculpture by artist Dennis Lin, made with the same brass used in some of Davidson's demi-fine jewelry pieces. **145 Berkeley St., 416-203-8222. Deandavidson.ca**



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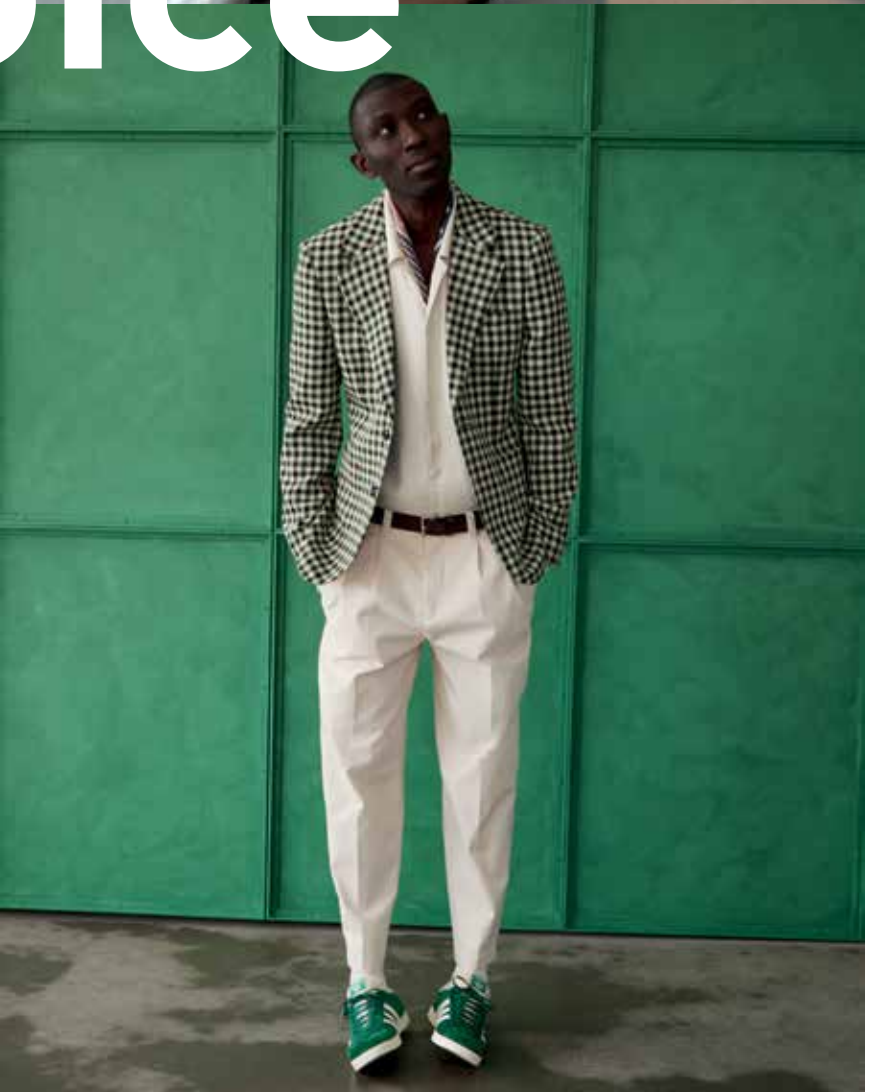
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SQUARE ONE

Out of the Box

How to get the most out of your subscription box

BY MAHSA DI PLACITO

It's no secret that, during the height of the pandemic, we had to adapt the way we shopped. Packages that turned up at our front door became a bright spot in an otherwise—dare we say—unprecedented time. Subscription boxes, in particular, seemed to use these circumstances to capitalize on the “treat yourself” culture many of us leaned on to get through the last two years.

With a plethora of genres to choose from (cosmetics, coffee, cats—you name it), sub boxes have become, in recent years, a way to try a variety of new products without committing. Locally speaking, boxes that cater to Canadian-made goods may be a way to support such businesses during precarious times. And, if you subscribe to hobby-based boxes, like knitting or reading, there could be the additional benefit of social community via online forums and groups. But, with most boxes positioning themselves as providing more value for dollar, do they really deliver? And, with shopping habits returning to pre-pandemic norms, are subscription boxes still relevant?

When it comes to money well spent, a major upside of boxes is their perceived value (e.g., receive \$500 of product for \$150). As responsible consumers, we should consider that someone in that equation is paying for the discount we receive, and it's usually the partnering brands. In 2022, many small businesses participating in lifestyle eco box Alltrue lost massive revenue and were forced to lay off employees when Alltrue suddenly stopped shipments and operations. While Alltrue has since relaunched under new ownership, participating brands are still reeling from the fallout. Not exactly the result you want when you're subscribing, in part, to support local business.



Katrina Bell, founder of Canadian soy-based candle brand The Copper Bell, has found herself on the receiving end of many offers to be included in subscription boxes, with varying degrees of success. “I've been in a couple small local boxes and it can be fantastic exposure. I have customers who found me through the box so I can't knock that. [But] I'm careful to pick ones that actually pay for my work through wholesale rates, so it's fair compensation.”

Unfortunately, not all subscription boxes are willing to pay fair rates for product. “A Canadian box that specializes in beauty and skincare reached out and positioned it like an alternative to advertising, offering to only pay 15 per cent of retail,” Bell explains. “That's not even close to my production cost so was an easy ‘no’. I would have probably considered something with huge exposure that paid at least the cost of materials, but it felt ‘icky’ to lose money on something they're selling for profit.”

Bell isn't alone. Another Canadian brand specializing in baked goods, but wishing to stay anonymous, reveals they're consistently asked to participate, and decline every time. “The majority don't pay for products, and many require brands to pay to be included. It's sold to us as a ‘marketing opportunity.’”

While some boxes do deliver on their promise to expose you, the consumer, to well-made local gems (one of our personal favourites is Raven Reads, offering authentic Indigenous books and giftware via curated quarterly and monthly subscription gift boxes), others tend to get repetitive or include too many small samples (how many mini red lipsticks does one need?). A former avid subscriber, Betsey Ward-Jenks, tells us she'd end up regifting most of her box, or throwing out items that eventually broke. “Everything felt like an upsell or a bait-and-switch. Want to get customization? Pay more! Here's an add-on that you would actually want but they are too pricey ... it felt exhausting and I got very little enjoyment.”

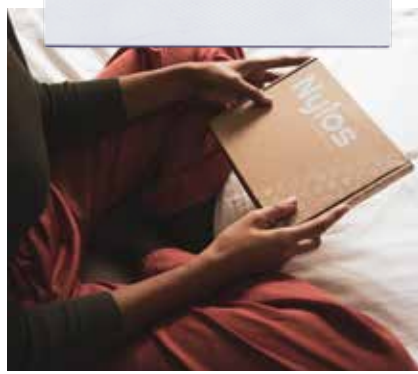
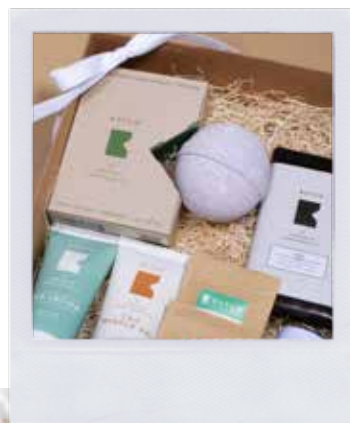
Indeed, Ward-Jenks' sentiment is on an uptick, as consumer data reports subscribers are planning on reducing their monthly box fees significantly, and are underestimating their current spend by 40 per cent (Kearney Consumer Institute).

The bright side? The future value of the subscription economy may just lie in the community it builds rather than the products themselves. When consumer Jennifer Leigh—who at one point gave up her subscription to one of the foremost lifestyle boxes on the market today—decided to give it another shot, she landed on art-focused SketchBox and was pleasantly surprised with the community aspect. “With products ranging from basics to brand new, it's been an excellent way to build up my art supplies and has helped me find an art community online that has been supportive and celebratory of my journey. I've been subscribed for two years and have no plans to unsubscribe.”

Ultimately, while some boxes are repetitive or filled with wasteful unwanted product, doing your “homework” regarding what you want to get out of the experience goes a long way (pro tip: there are many active forums and subreddits on the topic). And, if you are a hobby enthusiast or want to find a like-minded community, there will most definitely be a subscription box for that. ▾



“The future value of the subscription economy may just lie in the community it builds rather than the products themselves”



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From the *First*

Traditional knowledge holds weight—and can help us to innovate

BY JILL VON SPRECKEN

In the beauty and fashion industries, the way forward may be found by looking back. Traditional Indigenous practices have always been guided by respect and connection to nature—long before “sustainable” became a buzzword. As Jenn Harper, Anishinaabe founder of cosmetics company Cheekbone Beauty explains, “If you look at our communities, for so long it’s our people that do so much of the front-line work in terms of advocacy for the planet. And the more I learn about my family, my culture, it’s truly innate.”

There’s no question: the beauty and fashion industries are ripe for change. The beauty industry is responsible for an estimated 120 billion units of packaging a year, globally—and most are not recyclable. The fashion industry is no better, claiming up to 10 per cent of the world’s carbon dioxide output. And since clean, sustainable beauty and fashion is having its moment, what can we learn from Indigenous knowledge and traditions for a more eco-conscious future?

Maria Wodzinska, co-founder of Stoic Beauty, agrees that Indigenous people are on the front line. She shares the stats: although only six per cent of the world’s population is Indigenous, they are stewards for 80 per cent of the planet’s biodiversity. “This suggests to us that Indigenous knowledge systems are better at sustainability than colonial knowledge systems,” she says. The brand is not Indigenous-led but does collaborate with a First Nations water protector to create skincare that is water-safe, even after it’s been washed down the drain.

In conversations with Indigenous creators, grandmothers come up a lot. For many Indigenous populations, safeguarding the environment also means safeguarding future generations. Alexa Lizotte, the Métis artist behind the hand-beaded jewelry and traditional ribbon skirts at Desert Métis Creations, knows this teaching better than most. She’s seen her northern Métis and First Nations communities devastated by recent floods. “Seeing that it’s becoming a pattern has really opened up my eyes to the true effects of climate change,” she says.

Like many others, Lizotte’s own grandma was known for her ability to upcycle “every single thing.” Same with Pam Baker, who is of Squamish, Kwakwaka’wakw, Tlingit and Haida descent. “We use materials from the land, so we’ve always been taught to respect what we are using,” Baker says. “When I was growing up, my grannies and great-grand-aunts would take fabric from secondhand stores ... and they would incorporate it into their dance blankets.” The designer and entrepreneur has worked in the fashion industry since the 1980s and co-produced 2022 Vancouver Indigenous Fashion Week. Today, Baker passes the traditions on. “The older designers, we attempt to reuse fabrics and recycle fabrics, bringing the past into the future.”

Older generations also pass their knowledge down, imparting younger family members with a skill or technique. At lifestyle brand Obakki—which is not Indigenous-led, but instead works with Indigenous artisans from all over the world to create jobs, income and opportunities—CEO Treana Peake says that many of their handmade wares are “the same craft that’s been handed down for generations.” The benefit of this traditional knowledge legacy is that it’s stood the test of time and considers the complexity of the surrounding ecological system. As Peake explains, it’s a “natural supply chain that considers all factors around them that protects the environment.”

It’s a holistic approach that’s innately eco-minded, as it accounts for the impact of production. But the designers and makers we spoke to pointed out that the lifecycle of a product should be considered, too. Skincare ingredients, textile fabrics and dyes, packaging and the product’s final resting place—all are considered. At Cheekbone Beauty, that means “sustainable, colour cosmetics that don’t end up in a landfill,” thanks to biodegradable packaging and refillable



PHOTO: ALANA PATERSON

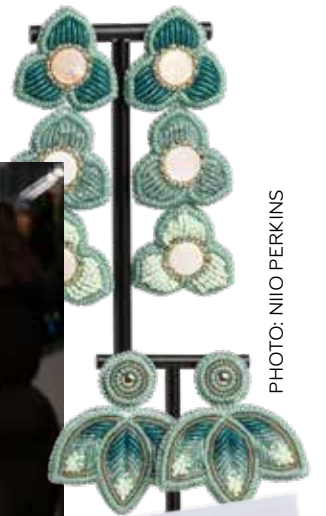
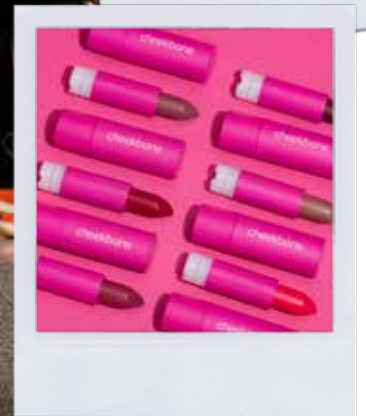
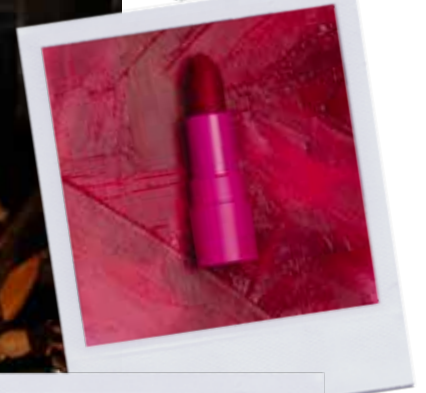
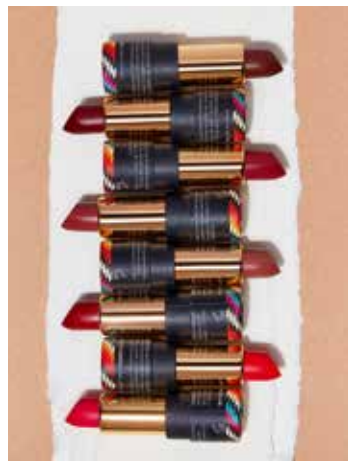


PHOTO: NIO PERKINS



“Although only six per cent of the world’s population is Indigenous, they are stewards for 80 per cent of the planet’s biodiversity”



ALEXA LIZOTTE



palettes. At Desert Métis Creations, it’s all about natural fabrics and dyes “that are coming 100 per cent from the land,” so they make minimal impact when they return there one day.

Indigenous people, and those who collaborate with them, are bringing eco-minded practices into the mainstream—but there is a catch. Wodzinska says that “knowledge traditions coming from traditional places [can] get completely obliterated by the force and speed of economics and consumerism.” So how can we, as consumers, create a more sustainable future?

Reducing our footprint is as easy as being mindful of what we buy—the fast-fashion antidote. Lizotte reminds us that “in this world where we can buy anything we want anywhere we want, double-think something that you might or might not need.” A sentiment echoed by Wodzinska, who suggests breaking down the never-ending cycle of seasonal trends. “Beauty and fashion can absolutely demolish its ideas of what beauty is because it isn’t one look. It isn’t a thing that’s fashionable this year and then not fashionable the next year.”

At Obakki, which has its own fashion line in addition to Indigenous crafts and wares, the small-scale capsule collections don’t follow “dictated fashion calendars.” Peake also acknowledges the complexity of sustainability—each situation and ecosystem is so unique and delicate, it’s difficult to predict the impact. Her solution is to continually check in on the people and the process. “It’s about having those conversations with people, finding out what’s important to them in a particular culture and region. It is that direct connection to the environment and really taking everything into consideration.”

There are plenty of lessons to be learned from Indigenous communities, so those conversations may be the most important step of all. Baker explains why all of us have something to learn from Indigenous people: “We’re survivors. It’s been a really tough road. And I feel that it’s time for mainstream society to see they can reach out and get some good tips from us.” Because let’s face it: to navigate climate change, we’re going to have to work together. ▽

Green *With* Beauty

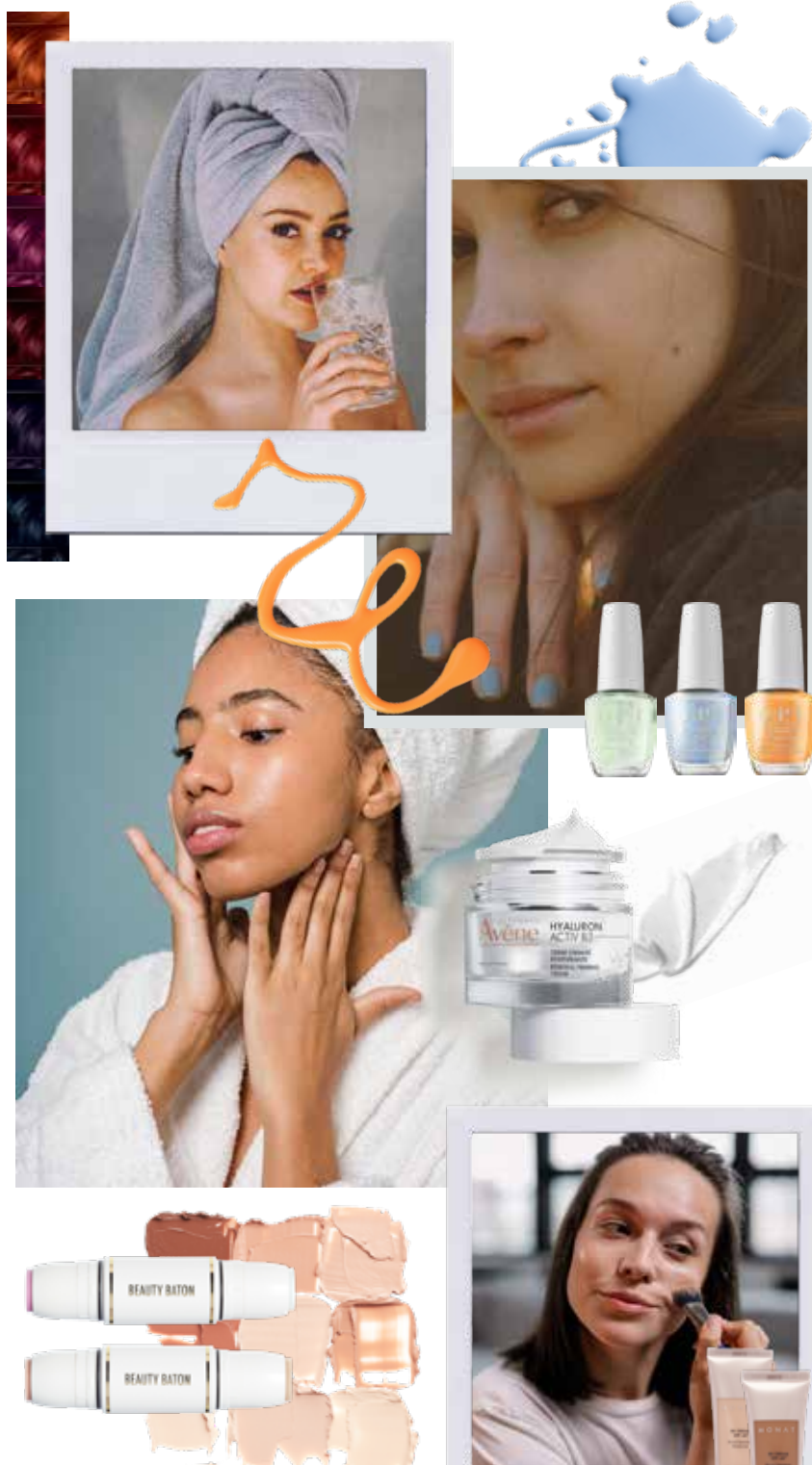
We're celebrating Earth Month by shining a spotlight on brands that keep Mother Nature in mind. From products made with natural and cruelty-free ingredients, to recyclable packaging that uses environmentally friendly and sustainable materials and dyes, to incredible initiatives that help fight climate change and promote sustainability, you can't beat these beauties.

New Clairol Natural Instincts Bold is a gentle, no-ammonia hair-colouring system that delivers bold hues for all hair textures. Created with a blend of argan oil, acai and guarana extracts (read: zero animal-derived ingredients) and available in six shades that last up to eight weeks in just two easy steps, it's the perfect vegan hair-colouring solution. Clairol.ca

Meet Avène's Hyaluron Activ B3 Renewal Firming Cream, a non-greasy, non-sticky cream that smooths skin immediately and corrects wrinkles, with a natural tone-up effect that instantly illuminates. It's made of 92 per cent natural-origin ingredients, and is sold in a glass jar that can be recycled and refilled over and over again. Eau-thermale-avene.ca/en_ca

Ready Set Jet's Beauty Batons are a cruelty-free, paraben-free, vegan, multi-use, double-ended refillable tool! Customize your ideal baton by choosing from the brand's range of high-pigment cosmetics and gentle skincare add-ons. These specially designed batons, made from recyclable plastic, allow for easy twist-off and can be eternally re-customized. Readysetjetofficial.com

Monat's BB Cream SPF 40—a nourishing, multipurpose tinted moisturizer—is formulated to provide lightweight coverage to blur imperfections and save



skin with broad-spectrum sun protection. This vegan, fragrance-free cream is made with 100 per cent plant-derived ingredients that deliver 400 times more moisturizing than sodium hyaluronate, including vitamin E that is a natural antioxidant, known to help protect the skin from aging, inflammation and sun damage. Monatglobal.com/ca

With the overwhelming popularity of Nature Strong, OPI has expanded its line of natural-origin vegan lacquers with Botanical Base Coat and eight new colours, making it more "flowerful" than ever. Nature Strong is free from animal-derived ingredients and has not been tested on animals. Nature Strong by OPI is also non-GMO with packaging made from at least 20 per cent post-consumer recycled materials, so you can take the best care of yourself, your nails and the world around you. Opi.com

Renpure is a natural-beauty brand offering products that exclude 1,600-plus harmful ingredients from their formulations. Its latest launch expands its plant-based haircare line with a new marula oil and aloe-infused smoothing beauty duo, designed to hydrate and moisturize dry, frizzy hair for a smooth and shiny finish. With a captivating fragrance of melon and cream, these shampoos and conditioners boast a new sustainable pump containing no metal spring, making it 100 per cent recyclable; once empty, the bottle and pump can simply be placed directly in the recycle bin. Find them at Shoppers Drug Mart, Walmart and other local retailers. Renpure.com

Also new from Renpure, Kiwi & Hyaluronic Acid Ultra Hydrating Body Wash (at Shoppers Drug Mart, Walmart and other local retailers) is designed to cleanse and moisturize skin with a sweet scent to brighten the senses. Enhanced with hyaluronic acid, a popular face moisturizing ingredient, this body wash is also enriched with kiwi, sweet almond oil and pro-vitamin B5 to boost moisture and fortify the skin barrier, leaving skin feeling hydrated and soft. The packaging is 100 per cent recyclable and also made from 99 per cent-plus post-consumer recycled plastic, making caring for our planet an easy choice. Renpure.com

A new gentle and eco-friendly haircare line, including products and scalp-dedicated services, has been launched by Wella Professionals. With up to 99 per cent natural-origin ingredients and formulated without silicones, sulfates or animal-derived ingredients, Elements is the answer for clients searching for eco-friendly products, without compromising high standards of haircare and beauty. Dermatologically tested, PH compatible and suitable for all hair types, this enriched lineup encompasses two regimen solutions: Renewing (a shampoo, conditioner, mask and leave-in spray for all hair types that renew hair smoothness and shine while protecting from mechanical stress like combing or heating tools) and Purifying (a pre-shampoo clay for oily scalp that absorbs excess sebum and cleanses oily scalp, promoting root volume). In addition, Elements introduces new scalp-dedicated services to reinforce the in-salon experience. Available at professional salon locations across Canada, Chatters stores and on Amazon.ca. Wella.com

We highlighted Wella Professionals' new Elements range above, but the packaging of this haircare collection is also noteworthy, with pouches that use 72 per cent less plastic per milliliter compared with Elements' bottles, tubes and jars. In addition, the pouches are made of 25 per cent recycled plastic, making them one of the first recyclable pouches with recycled plastic in professional haircare. Further, the brand invites salons to embrace a new routine that reduces plastic consumption and waste by adopting a new salon-exclusive accessory to use with the new refill pouches: the Recharge Station. Elegantly designed for practical use, the Recharge Station by Wella Company is constructed with a recyclable frame using 92 per cent recycled plastic. It is easy to use and easy to exchange the pouch with no mess at the basin. As for consumers, you can now use Elements pouches to refill your Elements shampoo bottles and mask jar at home. Wella.com

VITA X BURT'S BEES

New Renewal



A fresh range from, arguably, the world's best-known natural beauty brand, Burt's Bees, has got us feeling renewed—just in time for Earth Month and spring. The Renewal range includes a Refining Facial Cleanser, Anti-Wrinkle Moisturizing Face Cream, Dark Spot Corrector, Anti-Wrinkle Eye Cream and a Firming SPF 30 Day Lotion that Burt's Bees cosmetic chemist Abena Antwi is especially proud of.

"It took us a long time to develop the day lotion with all-natural ingredients ... so it wouldn't leave a white cast on darker skin tones," Antwi says. "Personally, that was a huge breakthrough, because I could never find sun protection to use that didn't make me look like a ghost."

The lotion's nourishing blend also includes Bakuchiol—a gentle plant-based retinol alternative that works to visibly reduce fine lines and wrinkles and reveal supple, smoother skin. The rest of the Renewal line also includes Bakuchiol, plus other ingredients of up to 99 per cent natural origin like vitamins C and E. The cleanser, which has a cream consistency and features

carnuba wax beads for exfoliation, works to remove impurities, while the eye cream gives skin a dose of hydration and a noticeable radiance with just one pump. The dark spot corrector has been clinically shown to reduce uneven skin tone and get you glowing.

And, as always, Burt's Bees brand values shine through. The company continues to invest globally in communities that support its supply chain, helping to safeguard access to clean water, support women's and children's empowerment and promote health, safety and biodiversity.

"Our Renewal skincare line really is a daily celebration of you and your skin; it's naturally effective at visibly smoothing fine lines and wrinkles while also nourishing and hydrating the skin deeply," says Antwi. "It's built to serve you as your life evolves, and to help you look and feel your best each day. And, it's designed for simplicity: a single routine that serves all of your skin care needs means that you have fewer decisions to make and more time to focus on you." Burtsbees.ca



Looking Good

BY SHERI RADFORD

Tackling the ugly side of the beauty industry

Recycling the plastic lid of an eyebrow pencil is more challenging than you might think. “Small items,” explains Alex Payne, “often go undetected and fall through the processing machinery.” He is the PR manager for TerraCycle North America, a company dedicated to “recycling the unrecyclable.” Payne says, “This type of hard-to-recycle waste takes the form of virtually anything, from cigarette butts to plastic snack packaging to used chewing gum.”

Over the years TerraCycle has teamed up with various beauty brands on innovative recycling solutions. The ugly truth about the beauty industry is that it generates an unattractive amount of waste each year—more than 120 billion units of cosmetics packaging annually, according to Zero Waste Week. One issue is the colour of the packaging. Most manufacturers don't want to use dark-coloured recycled plastic, Payne says. “The majority of manufacturers want to buy white or clear recycled plastic because it's easier to introduce other colours into the mix as opposed to trying to alter the colour of an existing pigment.”

In other words, the problem is two-fold: beauty brands usually want very specific colours of plastic, which can be difficult (or impossible) to find in recycled plastic, so they often use new plastic instead. And, even when programs are set up to collect plastic packaging waste from the beauty industry and recycle it, much of that plastic is coloured, so there aren't many buyers for the recycled plastic that is created. Again, there isn't much of a market for dark-coloured recycled plastic.

Add to this the fact that, often, the very aspects of packaging that make a beauty product easy to use—twistable, squeezable, etc.—also make it difficult to recycle. “The more complex the packaging, the harder it is for conventional recyclers to collect, separate and recycle,” Payne says. “As a result, the resources needed to effectively recover and recycle this waste render the process simply not economical, and these items are ultimately diverted to the landfill.” Fortunately, TerraCycle has more resources than a conventional recycler, and the company has figured out how to recycle items as small as a toothpaste cap, hairpin and mascara wand.

Holt Renfrew is one of the big retailers that has partnered with TerraCycle. Customers can deposit empty bottles, tubes and caps from shampoo, hair gel, lip gloss, mascara, eyeliner, concealer, lotion and more in specially marked boxes in the department store's Beauty Hall. Plastic might get recycled into a park bench or picnic table, while metal might be reused in nuts, bolts and washers.

L'Occitane, another TerraCycle partner, has long prided itself on its sustainability focus. “L'Occitane has been a pioneer in the refillable and recycling sector since the company's birth in 1976,” says Brittany Evans, the company's associate manager of PR and influencers. “L'Occitane is always looking for ways to improve their carbon emissions and footprint, recycling included.” The company's Aluminum Forever Bottles are made from 100 per cent recycled aluminum, and they can be refilled over and over again. “It saves roughly 200 tonnes of plastic per year,” Evans says.

The Body Shop is also embracing the refill model by rolling out refill stations around the globe. “To date, we have refill stations in 499 stores across 51 countries, with plans to implement refill stations in another 400 stores by the end of 2022,” says Hilary Lloyd, VP of marketing and CSR for The Body Shop North America. “When given the choice between our standard pack and refill, we're thrilled to see that in some store locations, 50 per cent of customers are choosing refill.” Payne applauds refill models such as these, saying, “Glass and aluminum are both 100 per cent recyclable without any resulting loss in quality and should be some of the first options considered by a beauty brand looking to reduce its environmental footprint.” He also recommends that companies look at using no packaging at all, wherever possible.



“Plastic might get recycled into a park bench or picnic table, while metal might be reused in nuts, bolts and washers”



Lush is one such brand that sells an assortment of “naked” products—shampoo bars, bubble bars, massage bars and more that lack packaging. Those products that do require packaging—like facial scrubs and liquid body washes—come in post-consumer recycled plastic pots or bottles, while Lush's new scented candles are packaged in recyclable glass.

Though these programs are all a step in the right direction, there's an enormous amount of progress still to be made, especially when it comes to online shopping and the environmental problem of extra packaging for shipping. As any marketing person can attest, changing consumer behaviour is hard work. To encourage shoppers to return beauty packaging to a bricks-and-mortar store, companies like L'Occitane offer the enticement of a discount off a future purchase.

Payne remains optimistic: “Single-use traditionally non-recyclable products may have the added benefit of convenience, but there are plenty of ways to engage consumers with added incentives and exciting alternatives.” Maybe the beauty industry's future isn't looking so ugly after all. V

VITA X GLAD

Get Glad About Composting This Spring



With the onset of spring comes some of our favourite activities: gardening, barbecues and hosting more family and friends as the weather warms up. Because we don't want to forget our commitment to Mother Nature during this time, we're ramping up our waste-diversion and composting goals with Glad's new Drawstring Compost Bags.

Did you know that putting your food scraps (say, from a hosted spring gathering in your backyard) into your garbage leads to increased methane gas emissions in landfills (as per Environment and Climate Change Canada, 2022)? Indeed, composting is a responsible way to clean up and better manage waste after meals and guests; by doing

so, we can all help build toward a greener tomorrow by reducing the production of methane gas in landfills over time. Another fact: there are landfills running out of space in Canada (Ontario Waste Management Association, 2021). If everyone simply put food waste into curbside compost we could help divert waste from landfills.

New Glad Drawstring Compost Bags allow for quick and easy closing, making even the fullest bags simple to lift and carry to keep hands dry and clean—a total game-changer when it comes to diverting compostable waste at home. Plus, they're Guaranteed Strong*, making composting easier, with less mess; for information, see the Glad Guarantee. [Glad.ca/our-guarantee](https://www.glad.com/our-guarantee)

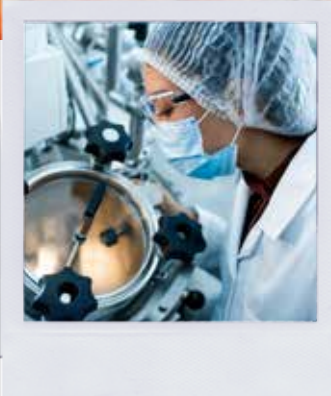
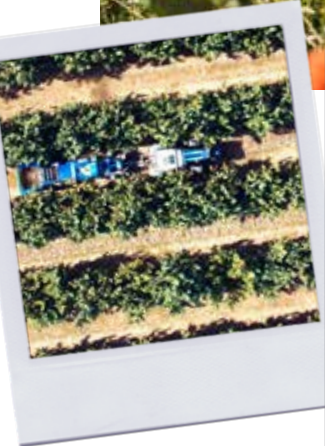
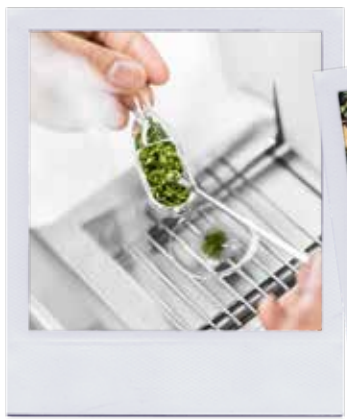
Trusted Source

Transparency is a key concern for beauty buyers, which is why Clarins has created a new system, guaranteed by the blockchain

BY AILEEN LALOR

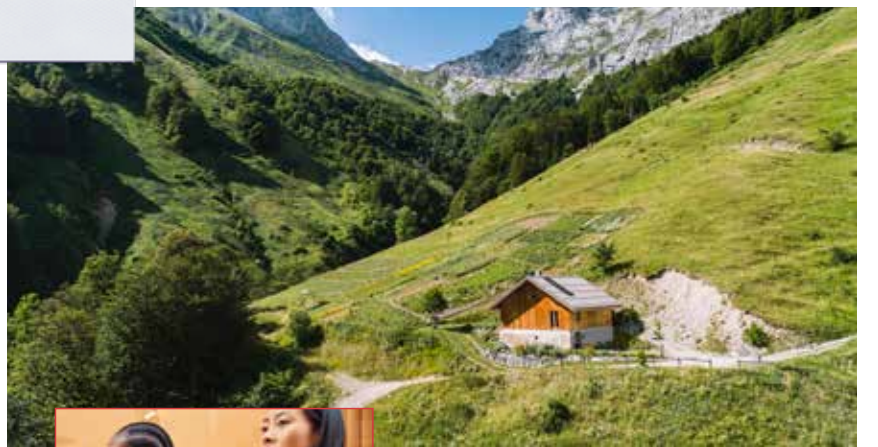
If you buy fancy food these days it feels like you can get pretty much every piece of information about how it's produced—who the farmer was, their birth weight and their opinion on Ted Lasso. And that's broadly a good thing. We want assurances that what we eat hasn't been grown using GMOs, or that forests haven't been cut down to make space for our steel-cut oats.

We'd like the same for our beauty regimes, given that it's a multibillion-dollar industry that uses plant-derived ingredients in virtually every type of product. Enter French brand Clarins, which has a herbarium made of more than 200 plants. "Traceability is a global concern for consumers wanting more transparent data—many fields including food, fashion and skincare are concerned by this need," says Marie-Hélène Lair, Clarins' responsible innovation director. "Ninety per cent of clients consider that a brand's transparency plays an important role in the decision to purchase a product or not."



VITA X NEOCELL

Your Spring Glow-Up Starts With Collagen



Clarins has been working on solutions to this for more than 50 years, when it introduced the Client Card, included with every product, which allowed customers to communicate directly with the brand. "It was a pioneering step in terms of listening to clients, being close to them and offering a sense of transparency," explains Lair. In 2020, Clarins introduced its Responsible Sourcing Charter, which laid out requirements around reasonable and sustainable farming practices, traceability by country and fair-trade practices.

Now, Clarins has taken another giant leap toward full accountability with a new platform: Clarins T.R.U.S.T. "Suppliers and producers alike share information directly on the platform. Once entered in the system, this information becomes tamper-proof: blockchain technology certifies its authenticity, without allowing anything to be modified," Lair says. Currently, 30 products and 40 plant extracts are listed on the platform. By the end of this year, there will be close to 100.

How it works: use your phone to scan the QR code on your product's packaging, which will take you to the Clarins website. Enter the batch number from your product, and you'll see every step of its journey to you, including details like where the ingredients were grown, the responsibility standards they meet, the exact factory where your product was produced and how it was tested for quality.

The brand isn't stopping in its drive toward transparency. It is committed to being B Corp certified by the end of this year. This is a rigorous process where applicants have to demonstrate positive social and environmental impact and exhibit transparency. "It recognizes the progress being made by Clarins in terms of management and well-being at work, while also focusing on our environmental impact and positive social actions," explains Lair. What's next? Who knows—but like Ted Lasso, we believe. V

From promoting younger-looking skin to healing sore, inflamed joints, collagen supplements are becoming as mainstream as your daily multivitamin. But what is it exactly, how does it work and what's the best way to incorporate it into your healthy routine this spring?

Collagen is a complex structural protein that maintains strength and flexibility throughout the body. As we age, collagen production in our bodies starts to decline. Neocell collagen supplements support healthy collagen formation for youthful skin, healthy hair and nails. Even better, Neocell Super Collagen Peptides features hydrolyzed collagen (collagen that's

broken down into smaller molecules, called peptides). This hydrolyzed form gives your body the building blocks to create its own collagen, as well as other proteins such as keratin, which your hair loves.

Formulated to support radiant beauty from the inside out, Neocell Super Collagen is non-GMO and does not contain lactose, soy or gluten. Super Collagen Peptides powder is unflavoured and makes a great addition to your morning smoothie, in a warm or cold beverage, or added to your favourite recipe. For best results, take Neocell Super Collagen every morning; find it on Amazon.ca. [Neocell-collagen.ca](https://www.neocell-collagen.ca)

Sustainable Sips

BY NOA NICHOL

Six bottles that take the environment into account—and into your glass

1. CedarCreek Estate Winery 2022 Pinot Noir Rosé

This Okanagan winery works in concert with the land to build a healthy ecosystem, full of animals and plants, to naturally combat disease or pests. This rosé boasts wild strawberry and grapefruit on the nose, complemented on the palate by white flowers and a raspberry fruit character. A bone-dry wine, but the fruit brings a lovely sweetness that fleshes it out. Cedarcreek.bc.ca

2. Rodney Strong 2019 Chalk Hill Chardonnay

This vineyard is committed to crafting premium wines and delivering a vision for sustainability in Sonoma County. It was the first winery in the area to offset its carbon footprint, lowering its carbon impact to zero. In this particular drink, lemon pie and custard aromas mix with exotic quince and layers of creamy oak. Bright green apple and a citrusy lemon kick balance out the smooth oak tones. Rodneystrong.com

3. Wakefield Estate Shiraz 2018

This Australian winery favours the use of the most innovative techniques available to improve energy efficiency, water conservation and packaging. Its goal: to achieve a 50 per cent reduction in greenhouse gas emissions by 2030, well below the reduction target set out in the Paris Agreement. Its shiraz has a seductive, lifted aroma characterised by plum, blackcurrant and dark cherry fruits along with subtle chocolate and a touch of oak-derived spice. Wakefieldwines.com

4. Red Barn Silent Partner 2021 Cabernet Franc

From this creator of minimal-intervention wines, a cab franc is the result of precision, viticulture and unconventional winemaking. The combination of organic farming and time to age in concrete gives this wine a purity of fruit and complexity of flavour that will turn heads. Redbarn.wine

5. Road 13 John Oliver Selection 2020 Malbec

Fruit for this exceptional wine is farmed organically, hand-harvested and hand-sorted, and undergoes a slow fermentation for 30 days on skins before being gently pressed. Aged for 18 months in French oak, expect big, fruit-forward aromas of raspberry and goji berry layered with smooth tannins. Road13vineyards.com

6. El Burro Santa Julia 2020 Malbec

This natural Argentinian wine, made with the minimum possible intervention of man, includes organic grapes, natural yeasts and zero sulfites; it is bottled unfiltered. Deep red with violet hues, it boasts aromas of fresh fruit, with a hint of plum and cherries. Santajulia.com.ar



Your gut feeling is everything.

When your digestion is off, so is your day.

Balance your microbiome with our #1 probiotic that helps women #2 (and reduce gas and bloating, too).



FIND YOUR STORE
OR SHOP ONLINE
gardenoflifecanada.com



These products may not be right for everyone. Always read and follow the label.

“ True beauty is responsible. That’s our commitment, now and always.”



Today: 70% of our packaging is made from recyclable glass and cardboard.

Our commitment by 2025: 100% of our packaging will be recyclable or refillable.

100%
RECYCLABLE
OR REFILLABLE
PACKAGING



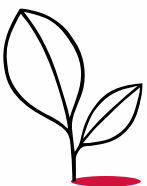
Today: we are carbon neutral*.

Our commitment by 2025: further reduce our footprint by 30% by controlling our resources and energy consumption even more carefully.

30%
REDUCED
CARBON
FOOTPRINT

Organic leaf of life extract

80%
ORGANIC PLANT
EXTRACTS



Today: 80% of the active ingredients used in our skin care are from natural origin and 54% of our extracts come from organic plants.

Our commitment by 2025: move to 80% organic plant extracts.

30%
LESS PLASTIC
USAGE

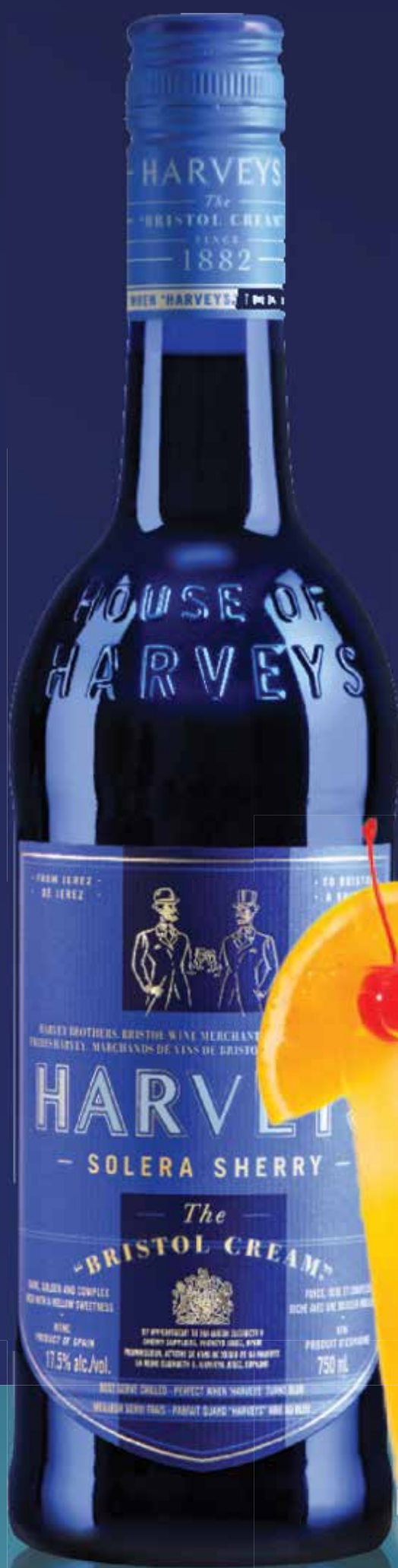
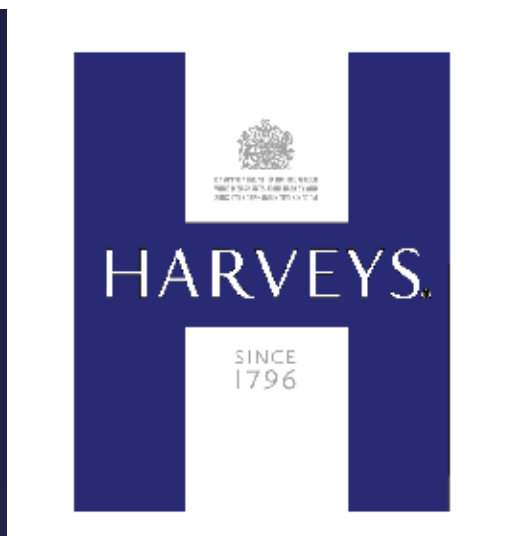
Today: we are actively working on reducing plastic in our packaging.

Our commitment by 2025: new recycling programmes coupled with a 30% reduction in plastic usage.

CLARINS

WE CARE





Best Served Chilled.

Treat your friends and family to
Harveys Bristol Cream Sherry.

This sherry is **full bodied and rich** with a **mellow sweetness**, perfect for serving after dinner and **over ice with an orange slice**.

Please Enjoy Responsibly.

Viva Magenta

Pantone's *pinkish-purplish-red* pick for 2023 vibrates with vim and vigour, and is open to some *lin*-erpretation

1. KITCHENAID HIBISCUS ARTISAN SERIES 5 QUART TILT-HEAD STAND MIXER, \$545 This eye-catching fuchsia is bound to stand out on your countertop, just as it does in nature. [Kitchenaid.ca](#)

2. BIRKS OMI PRIVÉ OVAL PURPLISH-PINK STAR SAPPHIRES DIAMOND RING, \$32,600 This beauty boasts an oval purplish-pink star sapphire accented by round pink sapphires and diamonds. [Maisonbirks.com](#)

3. DYSON SUPERSONIC, \$550 In fuchsia, this tool brings extra tech to the way you dry your hair by measuring the temp of the air to ensure it's never too hot or too cold. [Bestbuy.ca](#)

4. SIELLA LACE TRIANGLE BRA, \$48 This Canadian lingerie brand marries sexy with comfortable via a triangle bra, bikini and thong. [Mysiella.com](#)

5. NESPRESSO COLOMBIA, \$14 You may pick up hints of candied apples and red berries in this washed Colombian coffee. [Nespresso.ca](#)

6. FREDERIQUE CONSTANT CLASSICS CARRÉE LADIES WATCH, \$1,195 The Carrée collection evokes glamour with its square shape, white dial showcasing intricate "clous de Paris" decoration, red leather strap and traditional Roman numerals. [Maisonbirks.com](#)

7. GUCCI MID-HEEL SLIDE SANDAL, \$1,360 These fuchsia sequin silk sandals are bunny-ear inspired. [Gucci.ca](#)

8. VICHY IDEALIA MOISTURIZING DAY CREAM FOR COMBINATION SKIN, \$49 An antioxidant-rich formula to boost your overall glow. [Vichy.ca](#)

9. CLARINS LIP COMFORT OIL, \$32 A nourishing oil for shiny, enhanced lips, in a juicy raspberry hue. [Clarins.ca](#)

10. OPI FLASHBULB FUSCHIA, \$14 This flashy pink-purple polish loves the paparazzi. [Opi.com](#)

11. DIPTYQUE TUBÉREUSE CANDLE, \$142 A classic scent in a red-coloured glass container. [Holtrenfrew.com](#)

12. GUCCI ROUGE À LÈVRES MAT LIPSTICK, \$57 This lipstick, in 404 Cassie Magenta, delivers vibrant colour with a soft, velvety feel. [Gucci.ca](#)

13. CHANEL PILOT SUNGLASSES, \$750 Acetate blue and pink, with grey, gradient lenses, this quilted pair protects your peepers from UVA and UVB and are prescription friendly. [Chanel.ca](#)

14. GIORGIO ARMANI ARMANI/PRIVÉ MAGENTA TANZANITE, \$355 Here's a unique blend of tobacco leaf and coffee with a spicy top of cardamom, ginger and bergamot. [Holtrenfrew.com](#)

15. LG MOODUP LG has an exciting, new colour option for its groundbreaking refrigerator. MoodUP: Viva Magenta! is a crimson red that injects excitement and drama into the kitchen. [Lg.com](#)

16. WEEKEND MAX MARA SEQUIN SKIRT, \$445 We're loving this long pleated skirt in a sequin-embroidered tulle fabric. [Ca.maxmara.com](#)

17. AMINA MUADDI DALIDA PATENT LEATHER PLATFORM MULES, \$1,160 These sky-high platforms exude a vintage-inspired charm. [Holtrenfrew.com](#)

18. CHANEL 19 LARGE HANDBAG, \$7,000 Corduroy, gold-tone, silver-tone and ruthenium-finish metal. [Chanel.ca](#)

19. PAUL SMITH SOCKS, \$40 This pattern, "abstract rose garden," features blooming burgundy, scarlet and magenta on a pastel-pink background. [Simons.ca](#)

20. ESTÉE LAUDER PURE COLOR LIPSTICK IN CONFIDENT, \$46 Striking colour, statement-making shades and the beauty brand's most long-wearing, lip-adoring formula. [Estelauder.ca](#)

Spring's It Bag

BY ALEESHA HARRIS

Pink can feel like a solid sartorial statement—so a petite accessory is the perfect way to add a pop of the hue to an outfit without feeling overwhelmed. This design from Italian fashion brand Valentino leans into the Pantone pink moment, offering the saturated magenta shade with a simply chic silhouette. Dubbed the Loco Small Shoulder Bag (\$3,090) the bag features additional eye-catching details such as a bold gold cross-body chain strap and the brand's gilded logo to really make it pop. A detachable top strap allows this perfectly pretty piece to be worn a few different ways for added functionality. [Valentino.com](#)