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VITA

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Spring's soft
colour palette

The
spring
Issue

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Editor's DESK

A Note From Noa

April showers bring May flowers—and a big smile to my face! With spring in full swing, this inaugural issue of *VITA* Alberta (we've been publishing our British Columbia edition for nearly a decade, and our Ontario edition is a couple of years old) is jam-packed with seasonally inspired content, from a roundup of the most covetable pastel products (those softer hues certainly are in) to five wines that sing spring (with matching music, to boot). You'll also read about inspiring local content creators (below), mini + me fashion trends, the importance of scalp care and new innovations from one of my favourite beauty brands, Clarins, that "double down" on extraordinary skin results. Enjoy!

Noa Nichol EDITOR-IN-CHIEF



PHOTO: KMH FORTE PHOTOGRAPHY



Karly Polkosnik

@YOURGIRLKARLY

Tell us a bit about yourself to start.

I'm a part-time content creator and a full-time athletic therapist. I was born in Cameroon, grew up in Greece and have had the pleasure of calling Calgary home for the last 15 years. When I'm not working, I'm spending time with my husband and our puppy exploring the city.

How do you use your platform to impact? By being as authentic as I can be and letting those that interact with

Tell us a bit about yourself to start.

I'm a 26-year-old influencer and content creator from Edmonton. In my li'l corner of the Internet you can find self-love tips, body positivity, a peek behind the influencer-biz curtain, financial transparency, sexual health and wellness, LGBTQ content and so much more.

How do you use your platform to impact? By simply showing up. For a lot of us growing up, we did not have people in the public eye who looked like us (larg-

er bodies, women of colour, gay women, etc.). I'm staking a claim in the traditional beauty standards sandbox to give visibility to other people who look like me.

Your personal style mantra? Beauty-wise, it's "wear sunscreen." Style-wise, it's, "if it's a suit, it's probably cute". I am always drawn to jumpsuits, rompers and traditional suit sets.

Favourite aspect of Alberta living? The city I live in has the largest inner-city

river valley in North America. We're so lucky to be surrounded by so much incredible natural beauty in Alberta, and I love it.

Top "insider" tip about Alberta?

If you're ever in Edmonton, stop into Central Social Hall and try the Karly's Choice: a tequila, white chocolate, grapefruit, rose and lime cocktail that was formerly taken off the menu. I loved it so much [that the owners] brought it back last year and named it after me!



Marika Sila

@MARIKASILA

Tell us a bit about yourself to start.

I am Inuvialuk from Tuktoyaktuk, N.W.T. I was born in Yellowknife and raised in Canmore. I am an actress, activist and content creator. I specialize in stunts and special skills for film and TV, and I started my special-skills journey as a hoop dancer.

How do you use your platform to impact? I follow my intuition and always try to lead with my best foot forward. I believe that where there is understanding

there is compassion, and racism dies in the face of compassion. I do my best to educate through all my platforms so I can make a positive impact on the people who see my content.

What's your personal style mantra? I wear what makes me happy and what makes me feel like the proud Indigenous woman I am.

Favourite aspect of Alberta living? The joy I get from being in the mountains

and how they keep me living in the moment. I try and see something different about the landscape—even if it is a slight difference in how the light hits the mountains—every day I am here.

Top "insider" tip about Alberta?

Taking a nice walk around the Bow River, snowboarding at Sunshine, snowshoeing in general, dogsledding in winter and Tavern 1883 has great burgers! Also, the Iron Goat Pub & Grill has the best patio in the summer.

THE MAKING OF THE ALBERTA

Spring Issue

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Hello, Moto

A timeless leather classic gets an update

BY ALEESHA HARRIS

Get ready to rev your wardrobe up this season: the moto jacket is shaping up to be one of the hottest outerwear looks for spring. "This is one of my favourite trends happening right now," says Randa Salloum, owner of Vancouver-based second-hand boutique Collective Will. "I'm seeing an uptick in shoppers looking for moto jackets."

She says the resurgence of the topper can be broken down into two categories: street style and fashion forward. The latter, she explains, is "all about the worn-in leather," while the former is "leather or fabric that showcases original patches or brand markings." Either way, building on the classic motorcycle style with its cropped length, slanted zippers and snap collar, this season's top designs take even more inspiration from motocross. "It's not the motorcycle jacket, but the motor-sport jackets," Salloum explains. "[They're] vintage, black or brown, and oversized."

Valérie Blackburn, fashion communications co-ordinator at Montreal-headquartered retailer Simons, agrees: the moto mania that seems to be taking over the fashion world has much to do with the overall increase in popularity of racing sports. "The increase in popularity of racing in popular culture has definitely been a key driver of this design aesthetic and trend resurgence," she says. "On top of that, we're noticing a mixture of futuristic details with Y2K nostalgia shapes rise in popularity."

While vintage styles are decidedly borrowed from the boys, featuring oversized fits such as those favoured in the early days of this moto moment by the likes of Hailey Bieber and Rihanna, new styles aim to modernize the style with streamlined details.

"The moto jacket first arrived as a masculine classic cut with significant snap and buckle details. And, over the years, we've seen so many iterations of it evolve, with more feminine design approaches [when it comes to everything from] cut and collar style, to playful and daring colour choices, to adjusted fits and more" Seda Rafilovich, the designer behind new Canadian luxury outerwear



SEDA MERCURY JACKET

brand Seda, says. "More recently, oversized and exaggerated shoulders have seen a return to the forefront, while also offering shearing moto styles to diversify [for various] climates."

In fact, the brand launched with its own take on the moto style—the Seda Mercury jacket (\$850)—which features a "feminine cut" and oversized collar made from an Italian vegan-leather metallic material. "Very few outerwear pieces have the same versatility as the moto-style jacket, which I think is its most important element," Rafilovich says. "It complements every shape and figure, and can be styled to accentuate everybody's fashion preferences. You can style it with delicate florals, cosy knits and everything in-between to create a look that is uniquely yours. It's truly a piece

that, when designed and made well, can elevate any look."

Blackburn recommends pairing a moto jacket with a maxi denim skirt or bootcut jeans for a perfectly updated take on the Y2K trend this spring. "You could also add a large metallic buckle belt to complete the moto look."

Not sold on wearing this trend during the warmer months of spring and summer? Adding a moto jacket to your wardrobe now would still be justified, as insiders say the emphasis on the cool, clean-lined styles will continue throughout the year. According to Blackburn, "The moto and racing trend has been popular for the last couple of months and only continues to rise. We anticipate this will continue into fall with the trend staying consistently popular."

In other words, it's the perfect outerwear piece to invest in as the time-tested style is sure to become a much-worn topper for years to come. "Good things never go out of style, and the moto jacket is no exception," Rafilovich confirms. "Moto jackets are one of the classic silhouettes of outerwear, and they have always been associated with youthfulness, authenticity and independence." v



The love for biker details doesn't end with outerwear. Studs, chains, grommets and other motorcycle-inspired embellishments are finding their way onto a host of other clothing and accessories this spring. From Gucci, the Ha Ha Ha Jackie 1961 shoulder bag (\$8,920) is perfectly edgy thanks to such embellishments as multi-sized eyelets and a detachable chain strap with crystal details. Created in partnership between former Gucci creative director Alessandro Michele and pop star Harry Styles, the bag is designed to celebrate the friendship between the stylish duo. For the feet, Miu Miu's leather western boots (\$2,200 at Holt Renfrew) are 100 per cent badass, boasting a block heel, a square toe with a polished-metal accent and pull tabs marked with the brand's logo. And finally, who says biker chic can't also be sweet? Zara's studded mini skirt (\$50) proves the point. Pair it with a T-shirt and bold biker boots for a cool look that goes all in on the mania around moto.

Pastel Intel

Spring's soft colour palette



1. RUDSAK MILEY STRETCH BODYCON DRESS, \$175 Add a pop of pastel colour with this standout print. Rudsak.com

2. LEAH ALEXANDRA GUMMY NEON NECKLACE, \$155 This bear adds an element of whimsy and fun to any outfit. Leahalexandra.com

3. MARIE-JO AGNES DEMI PADDED T-SHIRT BRA, \$159 This balcony bra features smooth, padded cups and elegant embroidery on the sides and the straps. Retro raised tulle dots add the finishing touch to a stylish look. Pale blue is a nostalgic pastel, totally on-trend this summer! Matching Tanga thong, \$76. Lajoliemadameboutique.com

4. ÉDITO BY SIMONS BELTED TIERED SHIRTDRESS, \$350 Dream of gorgeous spring days in this dress, which boasts a tiered skirt, rounded point collar and a long ribbon at the waist you can tie in a large bow. Simons.ca

5. ALISON LOU 14K GOLD HEART THROB RING, \$1,730 This sweet polished band features a heart pattern in pastel enamel. Holtrenfrew.com

6. STAUD HAMPTON CROPPED SWEATER, \$445 This top's cropped shape and trucker collar perfectly distill casual essence. Simons.ca

7. NEON NOUVEAU SQUIGGLES CANDLEHOLDER, \$60 Kristen Holm's unique candleholder will add a touch of whimsy to your décor. Simons.ca

8. SIMONS OVERSIZED PASTEL CHAIN, \$25 For a 100 per cent head-turning look. Simons.ca

9. MAX MARA 101801 ICON COAT, \$5,390 This coat was designed by Anne-Marie Beretta in 1981 and has been the best-known Max Mara garment in the world ever since. Ca.maxmara.com

10. AERIN FRAGRANCES, \$165 From fruity, luminous, floral Fleur de Peony to sparkling, lush, fresh Mediterranean Honeysuckle to radiant, floral, enchanting Wild Geranium, Aerin fragrances have your spring scent covered. Estelauder.ca

11. GUCCI PALETTE DE BEAUTÉ QUATUOR, \$90 Creative freedom for your eyes, lips and cheeks, this new palette comes in three different colour combos. Holtrenfrew.com

12. LAMBERT PENELOPE BAG, \$125 Features a doubled and braided chain strap and a quilted finish. Although compact, the interior has room for your cellphone, headphones and other belongings. With a stylish flap silhouette, this 2-in-1 handbag can be worn on the shoulder or across the body. Just pull on one of the straps and there you have it! Finefindsboutique.com

13. CELINE SHIELD SUNGLASSES, \$440 These geometric, flat-top sunnies are finished with the Celine Monochrome signature on the temples. Holtrenfrew.com

14. BALMAIN MONOGRAM MESH KNIT MAXI DRESS, \$3,995 Stitched with the brand's iconic graphic motif in an open-weave finish, this dress is cut in a curve-hugging silhouette and edged with ribbed trim. An exposed two-way zipper runs down the back, allowing you to create a spring slit of any length. Holtrenfrew.com

15. SIMONS PASTEL DOTWORK CLIP, \$12 Each of these accessories boast delicate dotted lines to add a fun and colourful touch to your hairdo. Simons.ca

16. GUCCI INTERLOCKING G CUT-OUT SLIDE SANDAL, \$855 Influenced by an archival design from the 1970s, slide into these pastel-pink-and-green babies for spring. Gucci.com

17. SMEG ELECTRIC KETTLE, \$250 Designed with a 1950s aesthetic, this super-fast-boiling kettle's enameled stainless-steel surface ensures excellent heat conduction, and it's cute, to boot. Holtrenfrew.com

May's It Bag

Here's a sweet travel bag launch: luggage-maker Monos and New York's Magnolia Bakery have teamed up to bring the iconic colours of the bakery's top treats to Monos' core collection. From carry-ons and check-ins to backpacks and sling bags, this range offers bright travel goods in an all-new glossy finish and two limited-edition colourways, inspired by the bakery's most beloved desserts: its world-famous banana pudding and its purple cupcake and cake icing. Can we get a baker's dozen?! Monos.com

In Sync

Playing dress-up with your kids has become more stylish than ever

BY JILL VON SPRECKEN

Anyone who's stomped around the house in their mother's heels—or dad's loafers—knows one simple truth: dressing up like one of your favourite people is fun. Parents today are embracing that element of fun in their own wardrobes, driving the mini-me trend. Some of the biggest brands in fashion are taking twinning to the runway, with options that range from subtle to full-on look-alike. "It's a sense of fun," says Ashley Freeborn, co-founder and CEO of Smash + Tess. The brand just released a collection in collaboration with millennial icon Ashlee Simpson-Ross. Says Freeborn of Simpson-Ross, "From the beginning, she was like, I think it's so cool to give my daughter that opportunity to dress like her mom. It's almost like you're playing dress-up. You get to imagine together, play together."

The Smash + Tess collaboration is inspired by "effortless and cool LA moms," and has added a '70s vibe to the brand's signature rompers and overalls—which are available in kid sizes for your mini—alongside easy-to-wear slip dresses and dusters. A more subtle approach to the mini-me trend recently debuted at Louis Vuitton. Dotted tastefully with the famed monogram, it's the fashion house's first baby collection in its nearly 170-year history. Made for the fashionable under-one set, the collection features cosy cardigans, full-body suits, and even adorable kicks embellished with perforated monograms. The best accessory: mom and dad in their own monogrammed clothing.

LV isn't the only brand forging new paths into baby-friendly fashion. Both Banana Republic and H&M recently launched ranges for the tiniest tastemakers. Over at Banana Republic, BR Baby caters to kids up to five. A spokesperson for the brand says that the line "evokes a whimsical and adventurous spirit, with pieces featuring playful animal prints, fantastical stripes and illustrated florals, among other thoughtful details." The collection is gender-inclusive—so dad can get in on the fun—with statement pieces like leather bomber jackets and a periwinkle shorts set with matching dress for mom.

At H&M, the focus is on newborns with sweet spring motifs on tie-wrap bodysuits, leggings and ruffle-sleeve tops that are fully compostable. "I love the illustrations of little bumblebees and orange flowers that grow into a bountiful garden," says Sofia Löfstedt, global head of design and creative, H&M Kids. The new line is Cradle to Cradle Certified Gold, a global manufacturing standard focused on safer, more-circular products. It's perfect for parents who are less matchy-matchy on style, and more matchy-matchy on eco-friendly values. The 15-piece collection is designed without metal or plastic trims—innovative foldable waistbands still make diaper changes easy-peasy. "This collection is made to be fully compostable, when no longer fit to wear, after years of being used and loved, coming full circle. For us, it's proof that innovation, style and circularity can be combined wonderfully," says Löfstedt.



SMASH + TESS



SMASH + TESS



SMASH + TESS



BA&SH



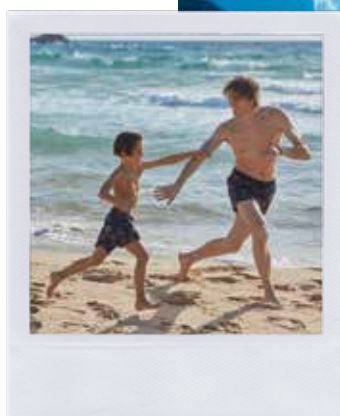
GAAP

For more style-meets-substance, look to Parisian brand ba&sh. The Kaarity T-shirt, in co-ordinating children's and women's sizes, is colourfully splashed with the phrase, "Every day is a second chance". According to the website, the shirts are a sign of the brand's efforts "to protect women and children," with profits donated to the AP-HP Hôpitaux de Paris Fondation. And, brands like Old Navy dipped their toes into mini-me matching long ago. "Co-ordinating looks are a customer fave and have become a platform to express personal style," says Jennie Campbell, VP design, adult and family denim. This summer, the brand has fun stuff in store. "There are multiple vacation-ready looks. From pool to party, Y2K and '90s vibes, to tropical beach to street looks," says Campbell. "The return of the halter top and dress, soft wide-leg pants, and printed and embroidered linen resort shirts for him are just a few of my favourites." ▽



Dive In

Matching moments can be fun for the whole fam, and Vilebrequin is here to prove it. Founded in Saint Tropez, the brand has lively prints and colourways that are always the envy of the beach—or kiddie pool. Just in time for warmer weather, find father-son swim trunks that look good on kids big and small, and their dads, too.





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Head On

Why scalp care is the new skincare

BY JILL VON SPRECKEN

To get to the root of your haircare concerns, look to the scalp.

Delicate hair follicles depend on a healthy environment to grow—and to really flourish, it's important to lay the groundwork. "It's like a plant," says Melissa Tedeschi, national education manager at Kérastase. "The scalp is like the earth of the plant. If it's not watered, there's no vitamins, and it's not clean or there's infection, then the plant will not grow in a healthy fashion. It's the same thing for hair."

Scalp health is gaining momentum, and brands are keeping pace with innovative scalp-care solutions that go beyond lather-rinse-repeat. It's welcome news for those experiencing scalp issues, like itchiness, inflammation and those dreaded white flakes. Dr. Harvey Lui, a dermatologist at Vancouver General Hospital and a professor in the department of dermatology and skin science at UBC, explains that many factors can contribute to an irritated scalp, such as hair dye, a new product or even tying hair up too tightly (resulting in what's called "traction alopecia"). Of course, a predisposition to dry skin, psoriasis or dandruff can contribute to scalp discomfort.

If your scalp is very itchy, the problem is persistent or you simply think something is amiss, Dr. Lui suggests making an appointment with a dermatologist. "Don't sweep it under the rug, so to speak," he says. For more-minor skin concerns, his advice is straightforward: be gentle to your scalp and hair to avoid hair breakage; shampoo if the scalp is oily; and use conditioner directly on the scalp if it's dry. "Conditioner," he says, "is actually a very nice lubricant and moisturizer for the scalp tissue itself."

Brands are taking scalp-care a step further, with solutions that are specifically targeted to a healthy scalp—and, in turn, healthy hair. Exfoliators, tonics, serums and masks promise to relieve and ease scalp woes. But be careful of overdoing it. Matthieu Jacobs, technical education project leader at L'Oréal, warns that using too many products can



change the scalp's pH, and a healthy balance "provides a healthy environment for new hair growth." Gentle products, washing less and scalp scrubs that clear away buildup are his recommendations for a more balanced scalp.

Scalp-care regime begins with a good cleansing—especially if you need to fight flakes. A dedicated dandruff shampoo can relieve symptoms, but consider adding an exfoliating scrub to your routine. The Symbiose line from Kérastase targets dandruff-prone hair in particular. According to Tedeschi, if you buy just one product, "put your money on

the micro-peeling scrub." The salicylic acid dissolves flakes, and it doubles as shampoo so there's no extra step in the shower. Clean-beauty brand Boscia has a water-activated scrub, which blends chemical exfoliant salicylic acid with physical exfoliants charcoal and rice powder to gently slough dead skin away. Niacinamide, a soothing ingredient you might recognize from your skincare regime, and vitamins B5, C and E join in to hydrate and calm irritation.

Once the scalp is clean and free of impurities, the next step is to address any skin or hair concerns. If the skin is irritat-

ed or itchy, consider the anti-discomfort treatment gel from L'Oréal Professionnel's Scalp Advanced line that includes calming niacinamide. For thicker, fuller-looking hair, try Nioxin's Ultimate Power Serum. Caffeine, lauric acid and niacinamide work in sync to stimulate the follicle, pump up the growth cycle, and improve hair anchorage (so it's more resistant to falling out). Oribe's new Serene Scalp Oil Control Collection, an extension to the Serene Scalp family, reduces excess oil and sebum on those with oily scalps specifically. And, if hair is dandruff-prone, try Serum Nuit Intensif from Kérastase, Tedeschi's runner-up pick, with its salicylic acid to gently exfoliate, and bifidus, a nutrient and probiotic that slows down the growth of bacteria.

Maintaining scalp health means restoring the moisture barrier—and if it feels a tad indulgent, all the better. Guerlain, a brand more aligned with skincare than haircare, released the Abeille Royale Scalp & Hair Youth Oil-In-Serum that leans on the restorative powers of honey. (And not just any honey: Ouessant Island black bee honey and royal jelly.) It's gentle enough to use daily, just as you would your facial serum, and doesn't leave roots greasy. Stoic's Thalassa Hydrating Face & Scalp Serum adds a dose of moisture to the scalp—or face—thanks to hyaluronic acid and clary extract, a plant-derived botanical. And JVN's nutrient-dense Pre-Wash Scalp Oil, with stimulating rosemary extract and calming neem seed extract, promotes balance and strength for healthier hair—even for those concerned with dry, itchy, flaky scalps—from root to tip. (Bonus: it smells of amber and cashmere musk brightened with lemon and mandarin.)

"It's really important to use the right product for our specific needs. Every person is different," says Jacobs from L'Oréal. So as you craft your scalp-care routine, keep the end-goal in mind: healthier hair, with more length and volume. After all, the growth and health of our hair can always be traced back to the root. V

On the Mend

Give old clothes and accessories a new lease on life

BY JILL VON SPRECKEN

Reduce. Reuse. Recycle. What about repair? It's an important element for those curating a more eco-conscious closet. The benefit is twofold: clothes and accessories are kept out of the landfill, and our need to purchase new things is lessened. With hashtags like #visiblemending and #clothingrepair clocking well over 25 million views apiece on TikTok, it's safe to say that consumers are taking note.

If you're no seamstress, then trust your beloved clothing items to one of the shops across Canada dedicated to restoration and repair. "Business is booming," says Colleen O'Reilly, owner of Calgary's The Grey Spa, which specializes in leather—and, specifically, designer handbag—repair. Her customers love her for her ability to source vintage hardware and other very specific pieces to bring their bags back to life. "Leather is so resource-heavy," she says. "The amount of water ... it's an animal by-product. I just thought it was really important to keep these things in use as long as possible."

At Edmonton Bag Spa, owner Yardley Santos Uy has similar feelings. "It's about promoting sustainable fashion," she says, adding that a designer bag is an investment. "You don't want to be throwing away expensive stuff. ... They deserve a second chance."

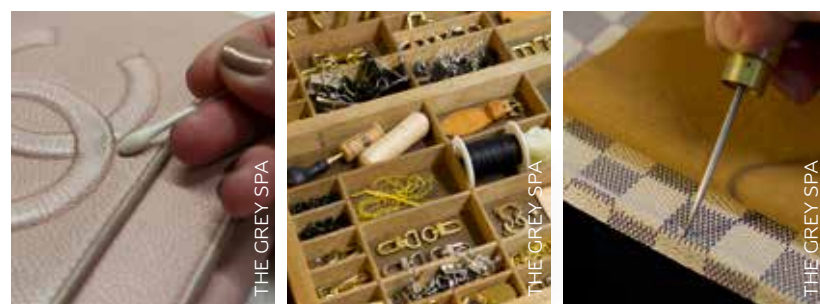
Those with bags in need of resuscitation, or even just a little love, may be surprised by what can be repaired. O'Reilly warns that if there are rips and tears, the bag may be beyond help. But don't despair, "Most everything else can be fixed," she says. "Scratches, corner scuffs. If seams are coming undone, hardware tarnishing. Staining can be usually fixed or dyed over."

"When you do repair it, it comes back as close to original as possible," says Mustafa Ali, owner of Toronto-based Kaner's Handbag and Shoe Repair. That attention to detail is likely why designer labels trust his team to repair their



PHOTO: WYNNE NEILLY

PENNY FORDE



damaged goods. "Gucci, Burberry, Celine, YSL, Fendi—all those stores have been dealing with me the last 30 years." He explains that working with brands of that calibre means the finished product should never look repaired. "Sometimes it gets really challenging because you have to come up with a solution," he says. Don't let the high-end clientele

dissuade you from dropping off your own pair of pumps—they work with walk-in customers, too. "As long as it can be repaired, we can help."

Bags aside, Penny Forde, owner of Toronto Denim Repair, mostly gets "well-loved vintage denim, or a pair of jeans they've had for years and just can't let go." Before starting his business, he cut



THE GREY SPA

his teeth at Dutil repairing high-end denim brands. As a queer transgender man, Forde says, "I can see both sides of what works for the body. I really empathize with people who are just like, 'I love this pair of jeans. Can you please fix it?'"

And so he offers a few styles of mending. "Lately I've been dabbling into visible mending, like sashiko or boro. They're Japanese mending techniques ... special thread and needle and doing hand-stitching." But more often than not clients want that perfect pair back the way it was. In those cases, he says, "I blend the thread so you can't see it. Or it's not as noticeable."

In Vancouver, Klean Sneaks is keeping kicks as bright and fresh as the day they were lovingly removed from the shoebox. Justice Kennedy, one of the shop's owners, explains they are "really heavy in the sneakerhead community: people who see value in their sneakers and collect sneakers, and don't want them to go to waste in the back of their closet and would love for them to be refurbished and looking back to tip-top shape." Klean Sneaks specializes in deep-cleaning, which ranges from a good soak and scrub to paint touch-ups, and even what Kennedy calls "the ice-box treatment": a revamped fridge rigged with UV lights to tackle discoloration. "We like to see how much joy we put into people's closets," he says. After all, if what's old is new again, you're always guaranteed to be in style. V

Green *With* Beauty

We're celebrating an extended 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

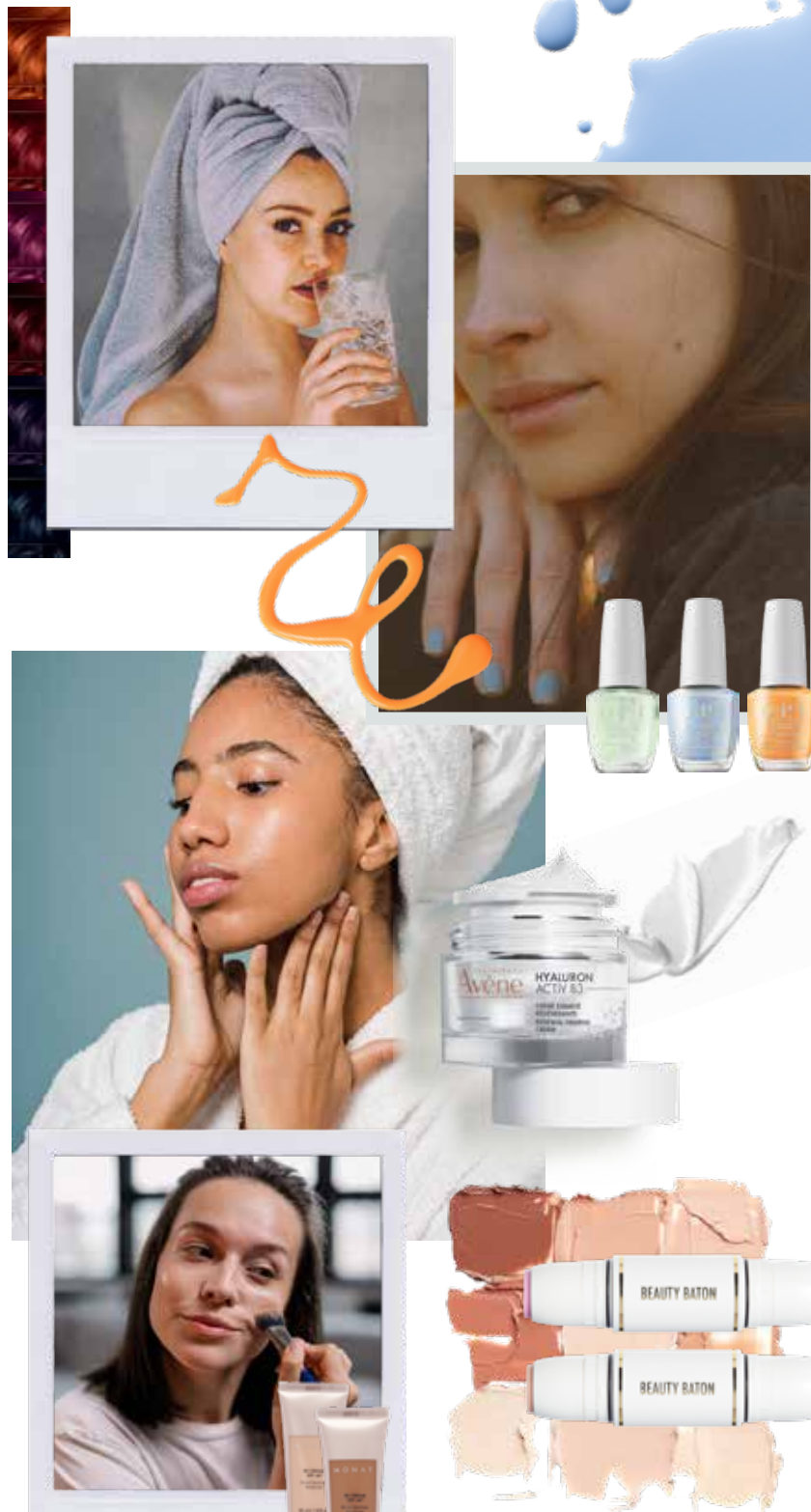
Renpure is a natural-beauty brand offering products that exclude 1,600-plus harmful ingredients from their formulations. Its latest launch expands its plant-based haircare line with a new marula oil and aloe-infused smoothing beauty duo, designed to hydrate and moisturize dry, frizzy hair for a smooth 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



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It Takes Two

Double down on extraordinary skin with Clarins Double Serum

BY NOA NICHOL

We've all heard expressions like "it takes two," "two is better than one" and "two thumbs up." Now, let's add another "terrific two" to the list, courtesy of Clarins Double Serum—the most complete and innovative anti-aging concentrate on the market, boasting a unique and natural double formula that stimulates the skin's five vital functions to leave skin looking radiant, instantly.

If you're saying to yourself, "But, I've heard of or used Double Serum before," you're not wrong. This latest formula represents the eighth generation of Clarins' iconic "two serums in one" product, which was first formulated 38 years ago in 1985—a feat made possible thanks to a pioneering double formula inspired by biomimicry and based on the skin's own oil-in-water nature. Indeed, Double Serum offers exceptional results on all the different signs of skin aging, including wrinkles, fine lines, loss of firmness, lack of radiance and visible pores.

So, how does it work? Clarins Double Serum combines the best water-soluble and oil-soluble ingredients that target signs of aging and help stimulate skin regeneration, oxygenation, nutrition, hydration and protection. This most-natural-formula-possible includes organic ingredients like leaf of life, quinoa, marsh samphire, kiwi, Mary's thistle, Goji berries, edelweiss, ginger lily and green banana, plus 11 additional potent plant extracts. At the heart of this latest version: turmeric, highly concentrated in turmerone, which supports the skin's own formation of oxidative defense systems and improves the radiance and evenness of skin tone. And the results? Skin looks radiant, immediately. In just one week, visible pores and fine lines are diminished. In one month, skin looks visibly smoothed and firmed.

Knowing that, when it comes to skincare, the sensorial experience is nearly as important as efficacy, Clarins



Double Serum combines the richness of an oil (without any greasy residue) with the smoothness of an ultra-comfortable gel texture to immediately smooth the skin and promote an unequalled feeling of well-being. To preserve the integrity of the liposoluble and hydrosoluble ingredients, the two phases in the Double Serum mix together upon application, thanks to Clarins' unique double pump system. This push-button system automatically delivers just the right amount

of each phase: two-thirds water-based ingredients and one-third oil-based ones. In fact, the adjustable push button makes it possible to customize the amount of product used depending on the skin's needs or the climate/seasons. Just a drop: normal to combination/oily skin, hot climates. Power shot: normal to dry skin, cold climates. Both phases mix together at the last minute to offer an extraordinary feeling upon application, almost like a second skin.

For best results, Clarins has developed a unique application method that includes three steps. Start by dispensing Double Serum into your palm. Warm the mixture in your hands to bring it to skin temperature, so that your skin accepts it instantly (three seconds). Next, use the natural weight of your hands to distribute the product evenly over your face and neck (eight seconds). Finally, apply draining pressure three times on the cheeks, three times on the forehead and three times on each side of the neck (15 seconds).

Last but not least, this should be combined with Clarins' recommended complete skincare routine. First, smooth the eye contour with Double Serum Eye. All the power of the iconic Double Serum, for the eyes. It smooths wrinkles, reduces puffiness and dark circles and strengthens the skin around the eyes. Instantly, eyes appear more radiant and youthful. Next, boost the efficacy with Double Serum. Then, moisturize with a Clarins anti-aging cream that perfectly targets the skin's needs. Choose from the following:

- From 30 years old: Multi-Active. Targets and reduces the first signs of fine lines and wrinkles by preserving the skin's natural moisture.
 - From 40 years old: Extra-Firming. Visibly firmer, smoother and radiant skin.
 - From 50 years old: Super Restorative. Leaves skin feeling lifted and looking replenished.
 - From 60 years old and up: Nutri-Lumière. Restores luminosity to undernourished skin, leaving the complexion revitalized, hydrated and radiant.
- Double the serum, double the pleasure, all the best skincare results. No wonder Clarins Double Serum is the complete age-control concentrate women of all ages, ethnic groups and skin types, even sensitive skin, can't live without! Clarins.ca

BY NOA NICHOL

5 Wines That Sing Spring

Raise a glass to warm weather, fragrant blossoms and patio hangs with the perfect bottle—plus music to match

1. Liquidity Estate 2022 Rosé of Pinot Noir

Bursting with aromas of tangelo, white nectarine and pink grapefruit, Liquidity's 2022 Rosé of Pinot Noir shines like a bright spring day. Beautiful texture and minerality from concrete tulip fermenters is perfectly balanced with juicy acidity, and notes of delicate citrusy florals round out the experience. Pair with watermelon and feta salad and salmon sashimi, while vibing to *Floors* by Abhi The Nomad. Liquiditywines.com

2. Red Barn 2021 Off Centre Viognier

This is a young, fresh and rebellious wine that does not conform. There is a kind of exuberance to this Viognier that does not follow formula or tradition. If you are not afraid to take the road less travelled, this is a wine for you. Pair with poultry, especially turkey and grilled chicken, while vibing to Canadian country singer Dean Brody's *You Got the Wrong Guy*. Redbarn.wine

3. Mission Hill 2021 Reserve Pinot Noir

Notes of fresh wild strawberries, raspberries and spice are captured to achieve a nuanced and expressive wine. Try a fun spring pairing with Char Siu pork or crispy duck pancakes, while vibing to Canadian jazz pianist and singer Diana Krall's 15th studio album, *This Dream of You*. Missionhillwinery.com

4. CedarCreek Estate 2022 Pinot Noir Rosé

Wild strawberry and grapefruit on the nose are complemented on the palate by white flowers and a raspberry fruit character. This wine is bone dry, but the fruit brings a lovely sweetness that fleshes the wine out. Pair with thyme-roasted chicken, Gouda cheese, salmon and salads, chicken tacos, asparagus or creamy Italian pasta, while vibing to absolutely any song by Vancouver-based Grammy-winning Canadian singer-songwriter Sarah McLachlan. Cedarcreek.bc.ca

5. Road 13 2018 Sparkling Chenin Blanc

Crisp, ripe apple, pear and citrus notes mingle with toasty brioche aromas on the nose, while vibrant apple and pear flavours with an elegant mousse and lengthy finish entice the palate. Pair with raw oysters, smoked salmon, Sunday brunch, fresh seafood, grilled asparagus with Hollandaise sauce, fresh strawberries and cream, Niçoise salad with seared tuna, crab, lobster, summer salads or solo, while vibing to Blues rock singer Colin James' 20th studio album, *Open Road*. Road13vineyards.com



CLARINS

THE UNIQUE
DOUBLE POWER

1 SOLD
EVERY 4
SECONDS¹

Double Serum
(Hydric + Lipidic System)

Élément Complet Anti-Âge intensif
Complete Age Control Concentrate

CLARINS
PARIS

Multi-Active Jour
Crème premières rides anti-oxydante
Targets fine lines, antioxidant day cream
Toutes peaux - All skin types

CLARINS
PARIS

Extra-Firming Jour
Crème fermeté anti-rides
Wrinkle control, firming day cream
Toutes peaux - All skin types

CLARINS
PARIS

Multi-Intensive Jour
Crème lift-repulpante anti-rides - Toutes peaux
Super Restorative Day Cream
Lifts, replumps & targets wrinkles - All skin types

CLARINS
PARIS

Nutri-Lumière Jour
Crème revitalisante lumière
Nourishing, revitalizing day cream

Double Serum

Boosts the efficacy of your anti-aging cream

All the power of 2 serums-in-1 to act visibly on the signs of aging. 21 plant extracts, including powerful turmeric extract. The skin's 5 vital functions are boosted and signs of aging are visibly reduced after 7 days.²

1. Internal Clarins sales & data - Worldwide, Double Serum range, 2022.
2. Satisfaction test - multi-ethnic panel - 362 women.

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