

**MOST WANTED
SHINE ON**

Designers take a 3-D approach in an innovative Canadian jewellery collection
page 3



**GIFT GUIDE
SHOPPING LIST**

Tastemakers share their top five gift ideas
page 3



**SPOTLIGHT
EYE CREAMS**

The latest ways to banish fine lines
page 8

THE KIT

SOUTH ASIAN EDITION

WINTER PREP

YOUR BEST SKIN EVER

Everything you need for a gorgeous glow: the best products, the hottest ingredients and a brand new way to fight the deep freeze
page 6

Model Shanina Shaik.
Photo: Getty Images.

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MOST WANTED
Shine on

Finally, the 3-D printer is being used for good. Toronto line Daniel Christian Tang—named after its three founders (science and architecture majors), Luca Daniel, Mario Christian and Heng Tang—uses 3-D printing technology to create intricate fine jewellery. “Our foray into the world of fashion has definitely woken up some dormant beast,” says Christian. Call it an appetite for construction. —Vanessa Taylor. Photography by Adrian Armstrong

FROM TOP: CUFF, \$299, NECKLACE, \$500, BANGLE, \$800, DANIELCHRISTIANTANG.COM

WINTER AND BRIDAL 2015
INSTA INSPIRATIONS
Keep an eye on these fashion designers



1. PAKISTAN
Ammara Khan, Bridal 2015
@ammarakhanatelier
An unexpected champagne hue, intricate beadwork and next-level tailoring add a sexy twist to traditional bridal.



2. INDIA
House of Masaba, Winter 2015
@houseofmasaba
Call it high drama with a lo-fi attitude—we love Masaba Gupta’s digital prints and relaxed silhouettes.



3. INDIA
I Love Péro, Winter 2015
@ilovepero
The brand’s obsession-worthy military-inspired collection is what ready-to-wear dreams are made of.



4. UNITED KINGDOM
Manish Bansal, Winter 2015
@manishbansal
With his playful take on the classics, Bansal makes a strong case for staking a claim in menswear’s burgeoning space.



5. PAKISTAN
Sana Safinaz, Bridal 2015
@sanafinazofficial
This East-meets-Mediterranean collection is very versatile: It’s a perfect choice for the bridal party, wedding guest or the bride herself. —Hina P. Ansari



RADAR
STYLE BULLETIN

Need-to-know fashion and beauty news

About face
Abercrombie & Fitch hired their first Indian model, Neelam Gill who graces their latest advertising campaign.

Aeropostale hearts India
American youth brand, Aeropostale recently set up its first shop in Delhi. The retailer plans to open 50 stand-alone stores across India over the next five years.

Design dreams
The Sri Lanka Design Festival celebrates its seventh anniversary November 26 to 29 in Colombo. The festival showcases the latest in fashion and design, including runway presentations by emerging designers.

A stylish step forward
The style set in Lahore, Pakistan, can step up their

glam game: Charles & Keith, the chic accessories and shoes label, just opened a store in the city.

Grim reality
According to Pakistan’s Textile Mill Association, the drastic drop of cotton exports could threaten the jobs of up to five million mill workers. —Hina P. Ansari

GIFT GUIDE

HOLIDAY SHOPPING SPECIAL

Editor **Hina P. Ansari** asked four stylish women to share their top five gift-giving ideas. (Warning: Your own list is about to get a lot longer)

<p>Roopa Shah Principal, Silver Spark Communications</p>	<p>Shenaz Mohammed Business Development Strategist, Canadian Arts & Fashion Awards</p>	<p>Samira Khan Graphic Design Specialist, Exxetra</p>	<p>Tayaba Jafri Director of International Artistry and Education, Laura Mercier</p>
<p>1. SWELL WATER BOTTLE, \$40 (17 OZ.), CHAPTERS.INDIGO.CA. 2. ANTHROPOLOGIE MUGS, \$10 EACH, ANTHROPOLOGIE.COM. 3. KATE SPADE GLOVES, \$118, KATESPADE.COM.</p>	<p>1. MOROCCAN OIL RESTORATIVE HAIR MASK, \$46 (250 ML), MOROCCANOIL.COM. 2. LANCÔME HYPNÔSE MASCARA, \$32, LANCOME.CA. 3. MEANINGFUL BEAUTY 5-PIECE KIT, \$50, MEANINGFULBEAUTY.CA. 4. BENEFIT COSMETICS FACE HIGHLIGHTER, \$30, BENEFITCOSMETICS.COM. 5. SOAP AND GLORY BODY POLISH, \$18, BODY LOTION, \$20, SHOPPERSDRUGMART.CA</p>	<p>1. WEDGWOOD CUP AND SAUCER, \$76, WILLIAMASHLEY.COM. 2. ALESSI PULCINA ESPRESSO MAKER, \$88, ALESSI.COM. 3. BELGIAN LINEN VINTAGE HEMSTITCH GUEST TOWELS, \$39, RESTORATIONHARDWARE.COM. 4. WILLIAMS-SONOMA PEPPERMINT BARK, \$68, WILLIAMS-SONOMA.COM. 5. HARNEY & SONS TEA, \$34, HARNEY.COM</p>	<p>1. BAUBLEBAR PENDANT, \$38, BAUBLEBAR.CA. 2. FINGLAND GLOVES, \$95, RUDSAQ.COM. 3. LAURA MERCIER INFUSION DE ROSE NOURISHING COLLECTION, \$150, HOLTRENFREW.COM. 4. CAUDALIE FOOT BEAUTY CREAM, \$17, SEPHORA.COM. 5. TIM HORTONS GIFT CARD, \$25, TIMHORTONS.CA</p>
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WINTER PREP

Skin saviour

A new line of defence against the coming deep freeze: your makeup bag

BY TRACEY HO LUNG

In the words of every *Game of Thrones* character: Winter is coming. Which means we'll soon be focused on saving our skin from the moisture-suck of cold weather. Add to that indoor heating, hot showers and various stages of aging, and every square millimetre of our body's largest organ will no doubt be gasping for hydration. Star dryness-combatting ingredient hyaluronic acid (also known as sodium hyaluronate) is probably already fighting the good fight for you in your serum or moisturizer, but now beauty companies are bringing it to your makeup bag too. "Hyaluronic acid is a water-loving substance that attracts moisture to the skin and can help with the appearance of fine lines and give skin a nice, smooth texture," says Dr. Paul Cohen, a dermatologist at Toronto's Rosedale Dermatology Centre. "It's also great for dehydrated younger skin since it adds moisture, not oil, to the skin and won't cause breakouts."

Hyaluronic acid also adds another protective layer to our winter arsenal. "It works on the surface of the skin and is good in makeup because it pulls water towards it, causing a plumping effect," explains Dr. Lisa Kellett, dermatologist at Toronto's DLK on Avenue. But don't fist-bump in celebration just yet: Kellett cautions that hyaluronic acids used in makeup are not all created equal. "There are various qualities of cosmetic-grade hyaluronic acid, so it's difficult to measure and quantify its effectiveness," she says. "Hyaluronic acid is actually a big molecule, so you can't just put it on the skin and have it immediately be absorbed."

This is where hyaluronic microspheres come in. "They're dehydrated into small spheres for better skin penetration," says Rikke Skaarup Hansen, R&D manager at Gosh Cosmetics, who has used them in the brand's Velvet Touch Matt Lipstick. "As soon as it comes into contact with moisture in the skin it swells up, filling in wrinkles." In foundation, such as Too Faced's Born This Way base, these microspheres also enhance the uniformity and evenness of the coverage.

But Kellett insists that it's not just size that counts. "A higher-quality hyaluronic acid could be equivalent to one that's in a microsphere delivery system," she says, adding that either way, topically applied hyaluronic acid will have only temporary effects. "Remember, skin is actually a barrier:



You can put things on top of it to make it look better, but it's not going to last long or treat the deep dermis of the skin." That's where the magic happens: melanin and oil production, cell turnover—everything that affects skin's texture, tone and firmness—and where it makes its own hyaluronic-acid supply. You'd need to see a dermatologist for an injectable hyaluronic acid filler for serious wrinkle-reducing or plumping results.

The truth is, wearing any kind of makeup may protect skin and lips from the elements because it can act as a barrier to UV rays, cigarette smoke and pollution. (Kellett cites research that suggests men have a higher risk of skin cancer on their lips than women because women wear lipstick.) And when it's boosted with hyaluronic acid, you can add arid, cold weather to that list. "It will have some protective effect," Kellett says, "which, at the end of the day, is better than nothing." And really, when winter hits us full-force, we'll need all the help we can get.

PRETTY & PROTECTIVE

Skin-loving makeup full of hydrating hyaluronic acid



What's better than hyaluronic acid? Three types of hyaluronic acid, along with five nourishing plant extracts. Apply this primer alone or under your favourite foundation.

PAUL & JOE BEAUTÉ MOISTURIZING FOUNDATION PRIMER, \$40, SHOPPERS DRUG MART



With a click of a button, this portable compact dispenses the perfect amount of creamy foundation, which smooths and hydrates with hyaluronic acid and muru muru butter.

ESTÉE LAUDER DOUBLE WEAR MAKEUP TO GO, \$50, ESTÉE LAUDER.CA



This lipstick plumps and hydrates all day using hyaluronic microspheres as well as carnauba, candelilla and beeswax for extra creaminess.

GOSH VELVET TOUCH MATT LIPSTICK, \$14, SHOPPERS DRUG MART



An all-purpose corrector for under-eye circles, blemishes and pigmentation, this has hyaluronic acid, aloe vera and skin-soothing vitamin E.

SEPHORA COLLECTION SMOOTHING & BRIGHTENING CONCEALER, \$21, SEPHORA.CA



This shiny gloss-lipstick hybrid contains moisturizing rose oil and hyaluronic acid for a sheer, not sticky, finish that adds just enough colour to a washed-out winter face.

LANCÔME SHINE LOVER VIBRANT SHINE LIPSTICK IN BC BEIGE, \$32, LANCOME.CA

TEST DRIVE

LASER FOCUS

At-home laser devices promise to reduce wrinkles, fine lines and sunspots, but do they work? One writer dedicated eight weeks to finding out

BY EDEN BOILEAU

For somebody who (more than) occasionally lacks the self-discipline to wash her face at night, eight weeks of at-home laser treatment seemed near impossible. However, the promise of fewer fine lines and disappeared brown spots proved a most effective motivator. So began my journey with the Tria Age-Defying Laser.

How does such a promising device work, I wondered. According to Tria's website, "Beams of light penetrate the skin to create microscopic zones of cellular disruption." Essentially it was going to kick-start my skin's healing processes, to stimulate collagen production. I asked Dr. William McGillivray of ProjectSkin clinic in Vancouver for his thoughts on at-home lasers, and he said their powers are limited, for good reason: "They have to dial down its intensity to be safe for home use." But with a 90-day money-back guarantee, it was worth a shot.

The device has three levels of strength. I started on level 1 (two minutes per night) and worked up to full strength for 10 stinging minutes a day. It's shocking (literally?), like a static zap, but I got used to it. My skin was red and blotchy after the first treatment—you want to do this before bed—and I used more makeup than usual to cover the redness the next day.

Though my skin was sensitive and a bit rough throughout the eight weeks, I started to like doing the zaps. It felt proactive, and I was starting to see results. During the process, sunspots get darker and raised, then flake off. When the treatment period was over, mine had halved in size and were less dark, but they weren't gone, and I wanted them gone. So I went off-label (which Tria

does not recommend). I used the laser at full strength on the four spots that I had been covering with concealer for months, for about a minute each. It hurt, not surprisingly, and I was left with angry red marks. A few days later, they were replaced by very thin brown scabs. While I didn't love fielding the question "What happened to your face?" the spots were lighter by about half again when healed. Another one-minute zap each and one was gone, and the others were very light.

My wrinkles didn't change much, but overall something was different, better, glowier, and my hopes are high for the next round—you have to wait four weeks to allow healing and collagen production to take place.

Were my results as dramatic as I'd have had from a clinic? Well, no. "A greater heat is created by our in-house lasers. I would say there is a more robust collagen response and theoretically a more durable result," McGillivray says. (A few months later some of my spots have returned, but paler.) But with the big guns comes the big price tag, from hundreds to thousands of dollars for full-face treatments (often more than one) that address discoloration, wrinkles and overall texture. But not always. "You could do several spots for a few hundred dollars," says McGillivray. "So if you had three spots you didn't like, for 300 bucks they might be gone in one treatment and you haven't had to do 10 minutes a day for eight weeks. What's your time worth?"

In the end, only one person noticed a change, but she knew I was using the laser. Actually, that's not true: I noticed, and so did my now-underworked concealer tube.



TRIA AGE-DEFYING LASER, \$569, TRIABEAUTY.CA



ONLINE TO READ ANOTHER TREATMENT TEST DRIVE, GO TO THEKIT.CA/PLASMA-TEST-DRIVE/

SKINCARE NEWS

WEIRD SCIENCE

Three fascinating—and alarming—things our beauty editor (and resident skincare nerd) found out at the recent 2015 World Congress of Dermatology in Vancouver

BY RANI SHEEN

1

Our skin spends more than a third of its life in menopause.

That's a bigger proportion than it used to be, not because we start menopause earlier but because we're living longer. That means our skin spends a lot of its life dealing with the hormonal shift—dryness and wrinkling, dwindling elasticity—now known to begin well before menopause, when our ovaries stop producing estrogen. "Starting at age 30 there is a decrease of a precursor hormone called DHEA," said endocrinology researcher Dr. Fernand Labrie. Once converted into estrogen and testosterone, DHEA helps build skin, bone and muscle tissues; by menopause it falls to 60 per cent of what it was at age 30, and it continues to decrease.

THE FIX: Vichy (owned by skincare giant L'Oréal) has created a complex of ingredients that address the effects of DHEA loss. It's designed to increase production of lipids found in sebum, to stimulate the natural exfoliation process and to trap moisture.

VICHY NEOVADIOL COMPENSATING COMPLEX SERUM, \$59, VICHY.CA



2

Pollution is giving us dark spots and wrinkles.

Researchers are zeroing in on the ways various kinds of pollution (ozone, gases, tiny particles of grime) contribute to our skin problems. Prof. Jean Krutmann of the Leibniz Research Institute for Environmental Medicine in Dusseldorf broke it down: In studies from Germany and China, dark spots on the cheeks were strongly correlated with exposure to gases in the air, such as nitrogen dioxide and nitrogen oxides (from car exhaust and heavy industry). Wrinkles weren't—instead, they were linked to indoor exposure to fossil fuels (such as natural gas), and also to ozone in the atmosphere.

THE FIX: Scientists from La Roche Posay, which has been supporting these studies, believe the answer is gentle cleansing that doesn't further disrupt the skin's natural barrier, as well as a new generation of sunscreen made with antioxidants, to neutralize the free radicals that we're bombarded with in the urban environment.

LA ROCHE POSAY PIGMENTCLAR UV SPF 30 SKIN BRIGHTENING DAILY CARE, \$53, SHOPPERS DRUG MART



3

Our skin has a 4 p.m. slump, too.

By late afternoon our complexion grows weary from its daily battles: Skin that was smooth and even in the morning has been shown in a study to have more obvious lines, rougher texture and less vibrancy by EOD. And it's not caused by insomnia. "We can wake up in the morning fatigued from poor sleep and look terrible, which is different than the skin fatigue at the end of the day," said Dr. Adam Geyer, a consulting dermatologist on this research, conducted by Kiehl's. Skin becomes weary from protecting itself throughout the day from oxidative stress caused by UV rays, pollution exposure and surges of the stress hormone cortisol (which peaks in the morning).

THE FIX: A daytime version of the brand's Midnight Recovery Concentrate has been designed to combat skin fatigue with anti-inflammatory ginger root and sunflower seed oils, and moisture-locking tamanu oil. It goes under moisturizer and sunscreen, and won't clog pores or make oily skin oilier.

KIEHL'S DAILY REVIVING CONCENTRATE, \$51, HUDSON'S BAY

BODY CARE
COVER YOUR BASES

Skin loses moisture by the bucketload once winter hits. Sub in the heavy hydration hitters for the cold-weather inking

BY RANI SHEEN



Sweet Scrub

While crumbled cocoa and coconut shells slough off dry skin, cocoa butter and coconut oil soften (and make you feel as if you're bathing in a vat of chocolate).

FRESH COCOA BODY EXFOLIANT, \$54, SEPHORA.CA



Well Oiled

A nicely formulated oil—like this luxe mix of camellia, sweet almond and plum-kernel oils—can restore lustre when applied on slightly damp skin.

DECLÉOR AROMESSENCE NOURISHING RICH BODY OIL, \$68, DECLÉOR-CA.COM



Helping Hand

It's a hefty investment, but this hand cream contains high-tech regenerating ingredients found in facial skincare, such as green-tea stem cells. Bonus: It withstands several hand washes.

AMORE PACIFIC TIME RESPONSE INTENSIVE HAND RENEWAL CRÈME, \$100, HOLT RENFREW



Gentle Wash

Soap can strip skin of moisture, so swap it out for a rich shower cream. This one is boosted with sweet almond extract and oil.

DOVE PURELY PAMPERING ALMOND CREAM WITH HIBISCUS, \$6, DRUGSTORES



Wet Shave

Things that foam can dry your skin. Avoid dinosaur-scaly legs with a shaving cream containing shea butter and vitamin E.

EOS ULTRA MOISTURIZING SHAVE CREAM IN LAVENDER JASMINE, \$6, EVOLUTIONOFSMOOTH.CA

Sofia Vergara, modern bombshell, hits the red carpet; with husband Joe Manganiello.



EXCLUSIVE

Foxy ever after

Sofia Vergara, one of the world's most unabashed (and funniest) glamour pussies, opens up about her made-in-Hollywood wedding

BY RANI SHEEN

Sofia Vergara of *Modern Family* is no stranger to a red carpet, but on November 21 she walked down a different aisle to marry *Magic Mike XXL* star Joe Manganiello. We chatted with the 43-year-old CoverGirl ambassador over the phone from L.A. about Colombian makeup rituals, fashion disasters and her bridal beauty look.

You're always getting glammed up for red carpets. What was your plan for your wedding beauty look? "It's very different for a person who has my job than for normal women. I'm always trying new things and I know what looks good on me and I know what lasts. I don't really need to do the look that is very natural—I wanted to do something that was a little more sexy."

What did you want your fiancé to think when he first saw you? "Well, that he's not going to regret doing this." [laughs]

Did you feel nervous about your wedding? "No, I think it's important to be prepared for events. That's what I usually do with everything, and I thought about the wedding the same way. I didn't want to worry about the flower arrangements or the cake. I like to make sure I worry before, so that on the day I can just enjoy it."

What do you carry with you in your makeup bag? "Lipstick! I reapply it a lot. I like a bit of concealer in case something happens, and a bit of powder if my nose gets too shiny. I don't like to apply powder all over my face, just on my nose. I actually carry a makeup bag with everything: my mascara, blush, eyeliner."

You're very prepared! "Yes, with the business that I'm in, I have 700 paparazzi around me all day long, and at my age you want to look your best. And I love it, to be

honest—I love doing my makeup and reapplying makeup. For me it's not like torture."

How did growing up in Colombia influence your beauty aesthetic? "We love makeup. Over there it's not a special-occasion thing; women in Colombia do their makeup to go to work, to take their children to school. We always want to look good."

How has your approach to doing your makeup changed since you were younger? "I try not to do too much dark makeup on my eyes because then they start looking too small, and I don't like putting on a lot of powder because I look dry. It's just about tweaking and learning about yourself so that you can make the changes."

Are there any beauty trends that you think are hideous? "I don't like the mouth when it's very nude—it looks like a cadaver. I think you need a pink or even just your natural lip colour. And I've always liked a woman with long hair, so I don't think I would ever cut mine, like, short short."

What's the biggest makeup disaster you've ever had? "I never have makeup disasters. No—I usually reapply my lip liner pencil without looking in a mirror because I know the shape of my mouth. Once I was in a dark bar with my girlfriend and I went into my purse, pulled out the pencil and put it on. It was black eyeliner. To this day she still falls on the floor remembering that. And then one time I took my shoes off in the car on the way to a red carpet, and when we arrived they opened the door and I had to put my shoes on quickly. I put them on the wrong feet and I did the whole red carpet with my shoes like that. I knew there was something wrong but I didn't know what to do."



SOFIA'S WEDDING LIP

For her November 21 wedding, Vergara wore a custom-made CoverGirl Outlast Longwear lip shade that's somewhere in between these two hues. "Usually if you reapply lipsticks that are made to last longer, they kind of get cakey," she says. "The great thing about this is I'm able to reapply and it still looks fresh and dewy."

COVERGIRL OUTLAST LONGWEAR LIPSTICKS IN RED ROGUE AND AMAZING AUBURN, \$12 EACH, DRUGSTORES



HOT TOPIC

THE NEW DATING

As *Coffee Meets Bagel* launches in Toronto, the city's singles are swiping right

BY CARLY OSTROFF

The Kang sisters aren't afraid to make bold moves. Earlier this year, Dawoon and Arum, 32, and Soo Kang, 35, rejected *Shark Tank* judge and billionaire Mark Cuban's \$30-million offer to buy out their San-Francisco-based tech start-up. Turns out, the risk was worth the reward. Three years after its launch, the Kangs' dating app, *Coffee Meets Bagel*, has expanded to New York, overseas to Hong Kong and Sydney, and now to Toronto, Vancouver and Montreal.

"We're just scratching the surface," says Dawoon Kang, on a conference call from New York. "We think our company can grow as big as Match.com—or bigger," says Kang, who met her last boyfriend via the app. "I'm actually not together with him," she laughs. "But I am in a relationship with another bagel."

The secret, says Kang, is all about quality over quantity. "Online dating has become this numbers game where people are inundated," she explains. "You end up making superficial decisions based on photos that you spend, like, half a second on." *Coffee Meets Bagel* aims to end the digital blitz by creating a curated social experience. Unlike Tinder, which promises 15 million matches a day, *Coffee Meets Bagel* uses Facebook login information to recommend matches based on a proprietary data-gathering algorithm, which gets better at predicting the best matches as you "pass" or "like" users over time. Mutual likes receive access to a private phone line for texting. "We're focused on making meaningful relationships," says Kang. "The reason we give you only one

match a day is because we want you to spend time thinking about this person."

In the past few months, the tech industry has been a hot topic in mainstream media, not only for its progressive paid-leave policies but also for its widespread gender gap. According to a recent study published in *Fortune* magazine, 40 per cent of women with degrees in tech-related fields never enter the industry or drop out within the first five years. The Kang siblings defy statistics. They grew up inspired by their father's entrepreneurial spirit and graduated from the Stanford School of Business (Dawoon), Harvard Business School (Arum) and Parsons School of Design (Soo).

Still, as women working in tech, they represent a minority within a prevailing "bro-grammer" culture. "In the tech industry, so much of how you raise money or how you attract talent is about fit and chemistry," says Kang. "It's very hard when you don't look like a majority of the people here." That's not to say they aren't tackling the problem head-on. "Being a girl boss means leading by example and hopefully inspiring young women to enter this field," says Kang, who is as committed to breaking ground as she is to sparking true love. The men of Silicon Valley may have met their match.



The Kang sisters, *Coffee Meets Bagel* co-founders, from left: Arum (CEO), Dawoon (COO) and Soo (creative director).



THE DATING-APP ALTERNATIVES

Tired of Match.com? Try downloading one of these new digital matchmakers instead



BUMBLE

With Bumble, the brainchild of former Tinder executive Whitney Wolfe, female users have to make the first move before matches disappear in 24 hours.



HINGE

The app, which relies on Facebook to pair users with friends of friends, is becoming more popular for its approach to establishing relationships within daters' networks.



HAPPN

Possibly the most provocative of the apps, Happn uses a GPS service to track users' movements and highlights prospective matches in the same places at the same time.

HOW TO CREATE THE PERFECT PROFILE

A complete bio with the right pictures can increase your dating-app success rate by 30 per cent. Here are the dos and don'ts of meeting your match

DO: Include at least three recent high-quality pictures in your profile. "These profiles are 31 per cent more likely to get liked than those with one photo," says Kang.

DON'T: Post any blurry, dark or group shots first.

DO: Post at least one clear headshot, one full-figure photo and an action shot that will work as a great conversation starter. According to Kang, "Photos with pets, food, sports that show the person's interests and hobbies are common among popular profiles."

DON'T: Be vague with details when describing yourself, hobbies, likes and dislikes in your profile. "On average, the top 10 per cent most popular profiles had 35 per cent more information than the bottom 50 per cent," says Kang.

DO: Tailor your profile with one to three specific descriptors about you and one to three activities you enjoy regularly. Remember, don't leave any categories blank.

DON'T: Act slowly. As they say, you snooze, you lose. Analyzed data showed users who texted within the first 24 hours of connecting were more likely to exchange phone numbers and continue talking.

DO: Ask questions. Users who started conversations with questions exchanged 23 per cent more messages in a week than those who didn't.

NOW TRENDING

The new networking

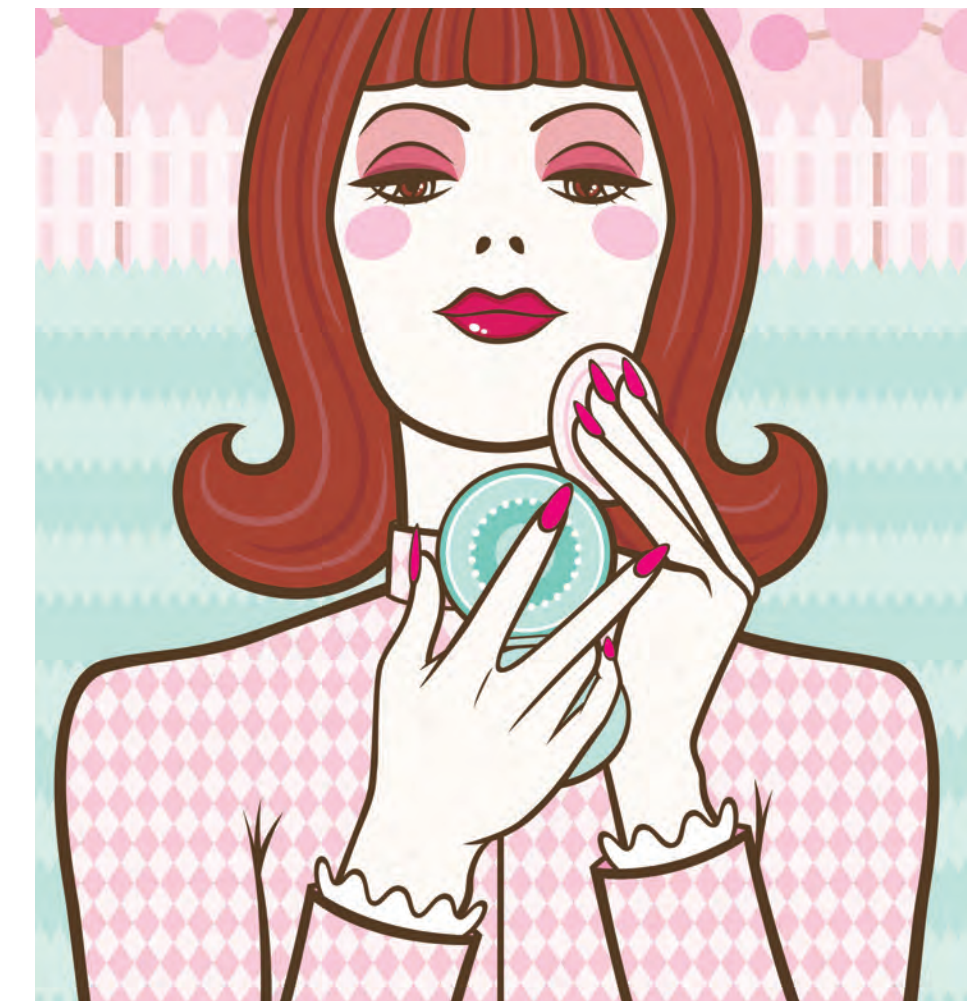
The current generation of “Avon ladies” sell face creams on Facebook and scents at Starbucks—and the beauty industry is getting on board

BY ANDREA JANUS

In 1886, a door-to-door book salesman noticed that his female customers were more interested in his gifts with purchase than his titles. Shortly afterwards, David H. McConnell launched Avon, now the second-biggest direct-sales company in the world, with \$8.9 billion in revenue last year. But gone are the days when the “Avon lady” rang the doorbell with her “Avon calling” greeting. Today’s beauty consultants sell serums, scents and lip glosses via social media, demonstrate products on YouTube and manage sales via their own websites. More than 900,000 Canadians are mining their social networks to sell all manner of products.

And the cool factor of direct sales is amping up. Last year, luxury lifestyle maven India Hicks launched a direct-sales line of fragrances and accessories inspired by her family’s laid-back Caribbean lifestyle, and in April, Connecticut teen Willa Doss co-founded beauty brand Willa, geared to plugged-in Gen-Y-ers who’d like to do more than babysit for pocket money. This fall, model-mogul Tyra Banks sent out a call for “beauty-tainers” to direct-sell her line of cosmetics.

For Alex Trimble, a 29-year-old Torontonian, working in direct sales allows her to make her own schedule and enjoy a Tuesday-morning yoga class or an extra-long weekend away. “When I started, I thought if I could make a few hundred dollars a month to have some wiggle room, I would be happy,” says Trimble, who joined beauty brand Arbonne nearly six years ago. “I didn’t realize the opportunity that was in this business. Driving a Mercedes at the age of 24 was a huge thrill for me.” (Arbonne consultants who reach a certain level get a monthly cash bonus to put toward a white Mercedes-Benz—the modern equivalent of Mary Kay’s pink Cadillac.) Trimble is an executive national vice-president—the highest level—and people in that position make an average of \$19,000 per month. “I’m an Arbonne lifer,” she says. “It isn’t



just my business, it’s a huge part of who I am.”

Not everyone, however, finds such success. “For me it was super-frustrating,” says Anna Hampson,* 35, a Toronto freelance designer, who tried her hand at being an Arbonne consultant last year after a friend referred her. “It required far more time than I had to devote to it, and I found the market was already saturated with other reps.” At Hampson’s level, the average earnings are \$700 a year. “I love their products and still use them daily,” she says. “I buy them from my friend who is still plugging away, but I’m out.”

The flexibility of direct sales is perhaps best suited to women who want to balance work and family. Dr. Kathy Fields, co-founder of U.S.-based skincare brand Rodan + Fields, says she and Dr. Katie Rodan withdrew their line from department stores and launched direct sales to provide women with that opportunity. They’d experienced a similar strain as busy young doctors. “We’d miss the baseball game, the dance recital,” Fields says.

Rodan adds that many of their consultants are professional women who haven’t been able to rise up the ladder: “They weren’t in control

of their own destiny. That’s what this opportunity gives them.” But for most of them, direct sales doesn’t replace a salary, just augments it—the typical Canadian participant is estimated to earn between \$1,700 and \$2,000 a year selling Rodan + Fields serums and wrinkle patches to their networks of acquaintances. “You listen to your friends, because you trust your friends. And that’s what’s happening here,” says Fields. “Because of social media, it’s word of mouth on steroids.”

*Name has been changed.

FROM LEFT: AVON PERFECT BROW GEL, \$6, AVON.CA. ARBONNE GLOSSED OVER LIP GLOSS IN HYACINTH, \$31, ARBONNE.CA. RODAN + FIELDS ACUTE CARE SKINCARE FOR EXPRESSION LINES, \$253, RODANANDFIELDS.COM/CA. MARY KAY EYE COLOR PALETTE IN METRO MODERN, \$26, MARYKAY.CA



FRAGRANCE FILES

THE AMATEUR NOSE

A Toronto spice merchant sniff-drives a cardamom-based scent



The nose:

Neil Bougourd of the Spice Trader, Toronto

The scent: Jo Malone Mimosa & Cardamom, \$145, Holt Renfrew

The notes: Cardamom, mimosa, tonka bean, damask rose, heliotrope

The verdict: “Cardamom by itself smells very camphoraceous, like a muscle rub. But in the perfume, it’s very slight; you just get the sweet top notes. Cardamom gets a lot stronger if you crush the pod. If you rub them, crack them or grind them, it releases the oils so it becomes way more intense. The tonka bean is very vanilla-y, and I smell that here too.”

—Veronica Saroli



EMILIO PUCCI FALL 2015

SPOTLIGHT

EYE WATCH

A good eye cream is your best friend when it comes to smoothing fine lines and banishing bags—but what happens when you start using the wrong one? **Lauren Kerbel** finds out

I’ve always been picky about what I put on my sensitive, combination skin—except when it comes to eye cream. For the most part, I just throw whatever new tube or pot I come across into rotation, working under the theory that as long as I keep the delicate area around my eyes hydrated, I’m good. Not so, as it turns out. A recent spate of small red bumps that popped up around my eyes exposed the error of my ways; apparently using the wrong kind of eye cream can lead to some nasty side effects and send you running to your dermatologist. Read on for some common complaints and what to do about them.

THE PROBLEM:

Clogged pores and bumps on upper cheekbones, temples and brows

THE CULPRIT:

It may seem like the ticket to a smooth-skinned future, but a cream that’s too rich can sit on top of pores and block them anywhere on your face. If you see pimples or an acne-like rash (a.k.a. perioral dermatitis, which usually occurs around the mouth, nasolabial folds and lower eyelids) pop up around your eyes, your eye cream is probably too thick.

THE FIX:

The texture of the product is key. “Stick with a gel or water-based cream,” says Toronto dermatologist Dr. Frank Cohen. “If it has a heavy consistency, you’re more likely to run into trouble.”

THE PRODUCTS:

A lightweight gel-cream that brightens with resveratrol extracted from grapevines and tiny hyaluronic-acid molecules.

CAUDALIE RESVERATROL LIFT EYE LIFTING BALM, \$66, CAUDALIE.COM

This non-pore-clogging formula has a metal rollerball applicator to reduce puffiness from fluid retention.

OLAY FRESH EFFECTS BRIGHT ON SCHEDULE EYE AWAKENING CREAM, \$17, DRUGSTORES

THE PROBLEM:

Puffy lids and watery eyes

THE CULPRIT:

While many eye creams purport to treat puffiness, allergies are its most common cause, and fragrances or preservatives in skincare could be to blame, such as parabens or methylisothiazolinone. Cohen says this delicate area is “one of the first places where an allergy will make itself known.” Another common culprit is contact-lens solution, if it contains the preservative benzalkonium chloride.

THE FIX:

Use only minimal skincare until things clear up, reintroducing one product every five days to catch the offender. Eye products are usually ophthalmologist-tested (look for a note on the tube), but those labelled for sensitive skin are your best bet.

THE PRODUCTS:

This cream has soothing algae and hyaluronic acid and contains no parabens or fragrance.

CERAVE EYE REPAIR CREAM, \$20, WALMART

Fragrance- and paraben-free with calming sigebeckia leaf extract.

YVES ROCHER SENSITIVE VEGETAL TARGETED COMFORT CARE EYE, \$14, YVESROCHER.CA

THE PROBLEM:

Red, itchy skin around the eyes

THE CULPRIT:

Anti-wrinkle ingredients like glycolic and retinoic acids have an exfoliating action that can be too potent for sensitive skin, causing an itchy, burning sensation. Other potential enemies in eye formulas include vitamin K, caffeine and high amounts of alcohol, which can “aggravate reactive skin,” according to Cohen.

THE FIX:

If you want to take out the big anti-aging guns without antagonizing your skin, look for creams containing peptides, ceramides, hyaluronic acid or vitamin C. These promote plumpness by helping skin retain moisture and by reducing inflammation.

THE PRODUCTS:

Renews skin around the eyes with peptides and hyaluronic acid.

SCHAF NUTRITIVE DAILY EYE CREAM, \$40, SCHAF.CA

Jojoba and meadowfoam seed oils and shea butter nourish, while plant extracts including alfalfa, licorice root and horseradish root smooth texture.

JURLIQUE NUTRI-DEFINE WITH BIOSOMES EYE CONTOUR BALM, \$104, JURLIQUE.CA

SUSTAINABILITY

COOL CONSERVATION

Being concerned about your carbon footprint will always be on trend. According to the EPA’s Office of Solid Waste, Americans throw away more than 68 pounds of clothing per person each year. So here are three ways to conserve in the most beautiful way

BY ALEX LAWS



1. Clean skin, clean conscience

Clarisonic has changed the way millions of women wash their faces since its oscillating arrival on the market in 2004. Now the company is pioneering a program with Terracycle, where for every three brush heads you return to Hudson’s Bay in Vancouver (Granville Street), Montreal (rue Ste-Catherine Ouest) and Toronto (Yonge Street), you’ll receive a new brush head (worth \$30).

2. More than lip service

Beloved Canadian cosmetics brand M.A.C has long been known for being socially responsible because of its Viva Glam collections (the company donates 100 per cent of proceeds to the M.A.C Aids Fund). The company is also making environmental efforts, courtesy of its Back to M.A.C recycling program. Return six used M.A.C cosmetic products to the store and receive a free lipstick (worth \$20).

3. Old threads for new

H&M’s global garment-collecting initiative is taking steps to offset the disposable nature of fast-fashion. For every bag of used clothing you drop off in-store, you get a \$5 voucher redeemable on purchases over \$30. Fabrics collected will be reused, repurposed or recycled, and some will appear in the annual Conscious Collection—made of at least 50 per cent sustainable fibres—and in select items available year-round.

THE KIT

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