

THE
Kit
BEAUTY & FASHION

WISH LIST
SUNSHINE SCENTS
page 3



SPOTTED
BABY GOT BACK
The best backpacks
page 6



INTERVIEW
ERIC FALLON
Meet the man behind the a skin-care line that won on Dragons' Den
page 7



SUN-CARE WORSHIP

Writer Jill Dunn explains why it's time to toss your excuse for skipping sunscreen, and presents five new products that will turn you into a devotee

CAROLINA HERRERA SPRING 2014. PHOTOGRAPHY: PETER STIGTER

“Please! Please! Wear sunscreen!” wrote actor Hugh Jackman, 45, on Instagram earlier this month, alongside a photo of himself with a bandage on his nose following the removal of a basal-cell carcinoma—his second treatment for skin cancer in less than a year.

He’s not alone. The Canadian Dermatology Association says skin cancer is the No. 1 cancer in the country and around

the world. Young people have it worst: According to a study in the *Canadian Dermatology Review*, Canadians born in the 1990s are two to three times more likely to get skin cancer than those born in the 1960s.

“At my practice, I have definitely seen the rates of skin cancer going up,” says Dr. Paul Cohen, a dermatologist at Toronto’s Rosedale Dermatology Centre. “I find myself

treating patients who are younger and younger.”

Now for the good news: Skin cancer is also one of the most preventable cancers. A broad-spectrum sunscreen with SPF 30 or higher could actually save a life. And the newest formulas are lightweight, easily absorbed and skin-friendly.

Take Cover, page 5

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— Eva Longoria



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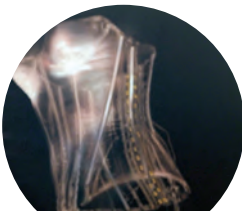
radar

The people, places and things in the world of style that got us talking



KNOW: JACOB CLOSING SALES

Canadian retailer Jacob has officially filed for bankruptcy. It's bad news for the company, which had been under creditor protection since 2010, but good news for customers living close to its 92 stores across Canada, where stock is in liquidation.



SEE: FASHION AS ART

Holt Renfrew will host *Luxinside, Traces of Man*, an exhibition that examines luxury objects as art, over the next nine months at three Canadian locations, starting in Toronto's Yorkdale store on May 22. Fourteen X-ray photographs will be displayed alongside the original designer objects including Christian Louboutin stilettoes, Cadolle lingerie and gloves by Lavabre Cadet. holtrenfrew.com



SHOW: WORLD CUP PRIDE

A month away from the 2014 FIFA World Cup in Brazil, Forever 21 has launched a cheap and chic Soccer Collection with dresses, crop tops and jerseys featuring colours and logos from the French, German, English, U.S. and Brazilian national soccer teams. From \$4 to \$20 at canada.forever21.com.



GET: ALEXA EFFECT

Style icon Alexa Chung is teaming up with Brit makeup brand EyeKo for a second time. Her new line features a trio of smudgy, waterproof Me & My Shadow sticks to perfect the smoky eye, so Chung's signature look may finally be within reach. From \$19 at eyeoko.com.



SHOP: FASHION IN MOTION

We've heard of the food truck phenomenon. Well, now fashion is being taken for a spin! Life of Manek, the Dundas West vintage and contemporary boutique, makes its first stop at Toronto's Field Trip music festival on June 7, and Mala boutique (pictured) will hit the city streets on May 23. malaboutique.com



SCENTS of SUMMER

There are a few things in life that send you to summer vacations with just one sniff. From coconut sunscreen to cream-soda freezies, these aromatic picks have been hand-chosen to transport you

1. FULL AND LUSTROUS Gently cleanse away buildup with this white grapefruit and mint shampoo that's free of parabens, sulphates and dyes. Herbal Essences Naked Volume Shampoo in White Grapefruit & Mint Extract, \$5, at Shoppers Drug Mart **2. THIRST QUENCHING** Enriched with a medley of cucumber, citrus fruits and spearmint extracts, this colour-safe conditioner hydrates hair for soft, manageable locks. Arbonne Nourishing Daily Conditioner, \$20, arbonne.ca **3. HAPPY HOUR** The mouth-watering scent of a slushy margarita will instantly transport you to *après-cinq* cocktails on a patio, while conditioning sunflower seed oil softens dry skin and hair. Philosophy Senorita Margarita Shampoo, Shower Gel & Bubble Bath, \$21, at Sephora and Shoppers Drug Mart stores **4. PROTECTIVE VEIL** Made with juicy guava, papaya and mango fruit extracts, this shea- and jojoba-butter-infused formula moisturizes skin while fending off the sun's rays. Hawaiian Tropic Sheer Touch Ultra Radiance Sunscreen

Lotion SPF 60, \$12, at major retailers across Canada **5. FRESH FACED** This renewing facial scrub buffs away dull, dry skin for a radiant and even-toned glow. St. Ives Even & Bright Pink Lemon & Mandarin Orange Scrub, \$5, at drug stores **6. SCENT-SATIONAL** With its vibrant bouquet of citrus fruits, melon, freesia, tequila accord, coconut water and cedarwood, this playful eau de toilette is perfect for any summer occasion. Calvin Klein CK One Summer eau de toilette, \$68 (100 mL), at Shoppers Drug Mart and **7. HANG 10** Harnessing the power of kukui-nut oil—an ancient Hawaiian secret used to waterproof wooden surfboards—this lightweight hydrating mist repels humidity for frizz-free, smooth tresses. OGX Hydrate + De-frizz Kukui Oil Anti-Frizz Hydrating Oil, \$10, at Walmart

EDITOR: NATASHA BRUNO. PHOTOGRAPHY: ADRIAN ARMSTRONG

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ask jeanne

Last summer was all about big-brimmed floppy sun hats. What's the hat style everyone's going to be wearing this year and what other stylish accessories can I use to protect myself from the sun?—Annabelle

DEAR ANNABELLE: While many of us may still be sun worshippers at heart—after all, it certainly has been a very long, cold winter—kudos to you for understanding that soaking up the sun is just not cool these days. Wide-brimmed sun hats, have actually been chic for years and always speak of haute sophistication for any fashionable woman. When it comes to hats you've got to wear not only what suits your face, but what suits your spirit. If you think you can pull off a mega-brim sun hat, go for it! If a small straw fedora is more your style, celebrate the sun in that. (That style has been increasingly hot and is a favourite

with hipsters and fashionistas alike.) You might be more the glam turban type, so indulge in some retro exotica that way. Or maybe you're the kind of spunky lady who just looks great in an old-fashioned baseball hat—something that's always on trend for sporty types. When it comes to pieces that are designed especially for sun protection, there are a variety of interesting labels to choose from. Sunveil is a Canadian company that offers a wide range of UV-protective sun wear. And brands such as Parasol, Cover, Mott 50, Athleta, NoZone and Solumbra specialize in apparel that offers 50+ UPF (ultraviolet

protection factor). More conventional sport brands like Nike, Columbia and Patagonia also now feature UPF-rated pieces. These garments protect you from damaging ultraviolet sunlight, and allow at most two per cent of the harmful rays to pass through to your skin. There are also more and more innovations in the types of protective pieces that are being created. One label, Coolibar, has come up with a convertible swim shirt. It can be worn as a tankini, as arm protection or as both. The same company also offers a lightweight swim visor, perfect for running, water aerobics or golfing.

In terms of fabrics, go for tighter weaves. Synthetics such as nylon, rayon and spandex usually have a higher UPF than natural fibres. Then, from donning a lovely caftan to wrapping yourself in a beautiful sarong, it's a no-brainer. Be smart and stock your summer wardrobe with fare that will keep you stylish and healthy. That, my friend, is always the most gorgeous combination.

Jeanne Beker is a contributing editor to the *Toronto Star* and host of Fashion Television Channel. Send questions to askjeanne@thekit.ca. Follow on Twitter @Jeanne_Beker

TAKE COVER

It's time to ditch the excuses! A skin doc shares why you need to have a sun-smart summer! Our SPF picks and top tips make it easier than ever

TOMMY HILFIGER



1 “I’m inside all day. I don’t need to wear it.”

2 “Sunscreen makes me break out.”

3 “I’m too lazy to reapply.”

4 “Sunscreen has too many chemicals.”

5 “I never burn.”

1 The truth: Most people don’t realize that UVA rays penetrate window glass, so you’re exposed even while indoors, says Dr. Paul Cohen, a dermatologist at Toronto’s Rosedale Dermatology Centre. And you’re likely getting some sun when you commute and go for lunch. “You build up a slow but cumulative exposure. I would suggest that even if you are inside all day at an office job, you at the very least wear a moisturizer that contains SPF 30 to help protect you.”

The Kit Rx: L’Oréal Paris Sublime Sun Silky Sheer SPF 50 Lotion, \$15, at drugstores. This sunscreen’s lightweight texture blends seamlessly, so it will never interfere with how your makeup looks.

2 The truth: Nearly all sunscreens are non-comedogenic, so they’re designed not to clog pores. “The key is finding a sunscreen that has the right formulation for you,” says Cohen. “Lots of sunscreens are now designed with a more watery consistency, which helps.”

The Kit Rx: Neutrogena Clear Face Sunscreen SPF 60, \$14, at drugstores. Thanks to three natural botanical extracts—cedar bark, cinnamon bark and portulaca mushroom—this sunscreen helps beat breakouts. Plus, it absorbs quickly and dries matte, so there’s no greasy sheen.

3 The truth: Do you dutifully apply sunscreen in the morning, then forget about it? You may be protecting your conscience more than your skin. “Sunscreen should be reapplied every two hours at least,” says Cohen. “These days, there are so many tools available to help remind you to reapply — from apps that beep and give reminders, to bracelets that change colour.”

The Kit Rx: Coppertone Wet’n Clear Continuous Spray SPF 50, \$12, at mass retailers. If you need to reapply after a swim, reach for sunblock that clings to slippery skin. This spray works from every angle, so you can touch up tricky spots, like your back, with ease.

4 The truth: “There is no evidence that chemical UV filters cause any damage,” says Cohen. In fact, Health Canada has approved many chemical filters as safe and effective, including avobenzone, oxybenzone and homosalate. If you’re still worried, opt for sunscreens with physical filters, such as titanium dioxide or zinc oxide, instead. “Chemical filters work by absorbing the sun’s rays and neutralizing

them. Physical sunscreens protect skin from the sun by deflecting or reflecting to block the sun’s rays.”

The Kit Rx: CyberDerm Simply Zinc Sun Whip SPF 30, \$38, cyberderm.ca. It’s challenging to find a product with physical filters that don’t look opaque or white. This formula contains 22 per cent certified organic zinc oxide in an olive oil base.

5 The truth: People with darker skin often think they’ve got a free pass. But the sun’s UV radiation doesn’t discriminate. “Even if you do not burn, or your skin just tans, you are still getting skin damage,” says Cohen. Don’t think you can get away with a “base tan,” either. “A tan has an SPF factor of two,” Cohen says. Any sun exposure puts you at risk for skin damage, such as premature aging.

The Kit Rx: Vichy Capital Soleil Invisible Mist hydrating mist, SPF 30, \$30, at drugstores. For the sunscreen shy, this sunscreen spray goes on completely clear, and it never leaves an ashy cast on darker complexions.

—JILL DUNN

protect your peepers



Look for sunglasses that protect against both **UVA** and **UVB** rays.

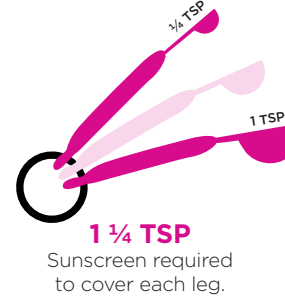
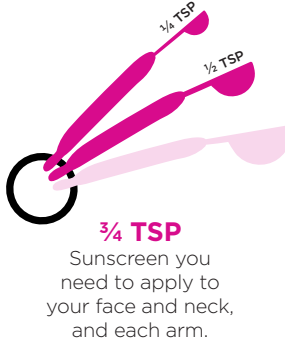


layer like a pro

When adding bug spray to your protection mix: apply **SUNSCREEN FIRST, INSECT REPELLENT LAST.**

measuring up

Most people, even if they apply sunscreen, apply too little to receive its full benefits. So how much do we actually need?



time to apply

- 20 MINUTES**
Minimum before going outside.
- 40 MINUTES**
In water? Reapply after 40 minutes, even if your SPF is water-resistant.
- 2 HOURS**
Maximum between applications.

— FARYN WEGLER, WITH FILES FROM DEBORAH FULSANG AND KIM CURLEY

forget me not!

Commonly overlooked, frequently sunburned



NOSE



EARS



SCALP



TOPS OF FEET



KNEES

GET THE PERFECT FAUX-GLOW

Sidestep the damaging effects of tanning—these days new formulas and foolproof techniques mean you really can get the glow without so much “faux.” Follow this simple tried-and-true method perfected by fashion editor **Vanessa Taylor** and you’re ready to flash those pins and go sleeveless

- 1. BEFORE YOU BEGIN**
The best way to achieve an even sun-kissed glow is by prepping skin with an exfoliating scrub. Be thorough around the elbows, knees and ankles, where skin tends to be drier.
- 2. ABSOLUTE NOVICE**
If you’re new to sunless tanning products, never apply the day before a big event—it *will* be a disaster. The key to achieving an

even tone is building colour gradually. Look for products that are available in different intensities—if you’re fair, begin with a light shade. Start four to five days before an event and apply a light coat before bed so you allow yourself time to correct any missed spots or streaks the next evening. A foam formulation is best as it is absorbed instantly, with no sticky residue.

- 3. SOPHOMORE SELF-TANNER**
If you’ve had mixed results with self-tanners in the past, try a foam mitt, which distributes lotions, mousses and gels more evenly, helping to eliminate streaks. We found it particularly useful for application on our legs. There is also a smaller size available for the face.
- 4. LAST-MINUTE LADY**
The undisputed champion of sun-kissed glow is

Scott Barnes (he’s the make-up artist who created Jennifer Lopez’s signature bronzed look). We love this moisturizing lotion for a quick hit of colour and major dose of shimmer that instantly hides any imperfections on legs and arms. Since this is a wash-off lotion, not a self-tanner, be careful with light-coloured clothing; while it does absorb into the skin, there is still potential for some transfer.

YOUR TOOL KIT

- 1**
St. Ives Exfoliating Apricot Scrub, \$5, drugstores.
- 2**
Jergens Natural Glow Foaming Daily Moisturizer, \$13, at drugstores and jergens.ca
- 3**
St. Tropez Applicator Mitt, \$8, Shoppers Drug Mart and sephora.ca
- 4**
Scott Barnes Body Bling, \$45, murale.ca

ONLINE For more insider tips on how to get a streak-free tan, go to thekit.ca/self-tanner/



Spring/Summer 2014

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BEAUTY BUZZ

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COLOUR FIELD

Hit all the high notes this season by creating soft eyes with a colourful palette that's easy to wear when paired with polished, flowing waves.



WAVE RAVE

Bring sun and sand to city streets with luminous skin paired with beachy waves in this surfer chic look.



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GOT YOUR BACK

The humble knapsack is, well, back. But a utilitarian accessory this is not. New shapes, bright leather and contrasting trim make it as good for your style as it is for your posture

—INGRIE WILLIAMS



LEMON DROP
With a crackled-paint texture and laid-back shape, this pack is primed for a wild night out. Opening Ceremony Rock Handsome backpack, \$685, shopbop.com



FIRST BLUSH
Hefty chain link trimming lends the right amount of spice to this sweet confection. Stella McCartney Falabella backpack, \$1,663, avenuek.com



PEACHY KEEN
Crisp corners, exposed zippers and a fresh hue create an instant crush that's miles from the schoolyard. 3.1 Phillip Lim Pashli Backpack, \$1,027, shopbop.com

TEAL APPEAL
Price tag and pedigree (it's part of a collab with Ostwald Helgason) make this beauty an all around must-have. Aldo Rise Bowie backpack, \$80, aldoshoes.com



ONLINE For 10 more beautiful backpacks for grownups, go to thekit.ca/backpacks/



one-minute miracle

Lash Nirvana

I'm a mascara lover with slightly oily skin, two competing traits that mean I'm prone to sooty circles under my eyes. This mascara's curved, lash-hugging brush allows me to pile on the Very Black for volume and length without clumps, while the waterproof formula lasts all day but removes easily with a gentle cleanser.

—CHRISTINE LOUREIRO

CoverGirl LashBlast Clump Crusher Waterproof mascara, \$11, at mass retailers

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outfit envy

Karolina Kurkova

The supermodel and former Victoria's Secret Angel stuns in fresh all-white separates and bold accessories

—NATASHA BRUNO

VESTED INTEREST

The structured vest adds edge to a classic button-up shirt, and the layering adds interest by mixing textures.

LIGHTEN UP

Neatly tucked in for a polished finish, this crisp white shirt gives off a more modern vibe with rolled-up sleeves.

TIP

If head-to-toe white feels too extreme, add a pop of colour or graphic print for a chic and eye-catching way to break up the look.

LEAN & CLEAN

Slim, tailored trousers in bright white look ultra-sharp and sophisticated, and help highlight Kurkova's killer stems.

ACCESSORIES MASTER

The oversized watch adds practical borrowed-from-the-boys glamour, while the graphic-stripe box clutch creates a funky focal point.

RED HOT

Simple crimson pumps punch up a monochromatic look without stealing centre stage.



Clockwise from left: Fallon in a rebellious promotional shot, Rebels Refinery products



interview

ERIC FALLON

Eric Fallon, 31, is making a lather. He launched the cheeky homegrown men's skin-care line Rebels Refinery, which has been booming since scoring a \$20,000 loan from Arlene Dickinson on *Dragons' Den* last month. Fallon chatted with us about grooming and giving back

MY PARTNERS ARE MY TWO BEST FRIENDS. We grew up in a small town called Dundas, Ont. They are both as funny as hell. I'm okay when I have a couple of beers in me, but as far as an eye for comedy, Justin [MacLean] is unbelievable and Elan [Marks] has the eye for design.

I STARTED STEALING SKIN CARE FROM MY MOTHER when I realized my lifestyle was taking its toll on my skin. When I went to look in department stores nothing really appealed to me. There are a lot of harsh chemicals, and most products are a quick afterthought to a women's line and they just weren't cool enough. I knew skin care was growing and I had been working in the soap industry for five years so it kind of made sense.

IT WAS MY IDEA TO GO ON DRAGONS' DEN, I'm just ballsy like that. We passed the audition because we're reasonably charming, and we knew we had a strong brand but we had no sales. Serendipitously, one month before we were to go into the studio, a blog picked us up and we spread like wildfire. We had a decent month of sales so we parlayed that on the show and it gave us a lot of confidence.

NINETY PER CENT OF OUR BUSINESS WAS IN THE U.S., but since *Dragons' Den* 90 per cent has been from within Canada. I've been frantically trying to fill a lot of orders and answering a hundred emails from people from all over Canada with all kinds of questions.

THE BEAUTY OF THE TIME WE ARE LIVING IN is because of the Internet you don't need a million-dollar advertising budget. All of us have someone who knows someone with a high-def camera with the ability to shoot something. Go make some commercials on your own. You don't need to pay shelving fees and scratch your way into these brick-and-mortars when you can sell online.

WE GET A REAL KICK OUT OF MAKING OUR YOUTUBE VIDEOS. It's amazing and we are just so fortunate to have a lot of amazing friends who all volunteered their time to help make these commercials for us. We couldn't have done anything without them, quite honestly.

RUNNING YOUR OWN BUSINESS IS just entirely fulfilling in every way. There are a lot of ups and downs especially, in

the first year or two, but it still keeps me going and wanting to push to the next level. I couldn't really imagine any other way. I'm born to be an entrepreneur; it's hard to explain, there are a lot of character traits that go with it. You know, being a bit of a risk-taker and a thrill-seeker. I've just always wanted the best for myself, and I feel like this will give me the best quality of life and I'll feel the most fulfilled when I'm older and when I'm in a rocking chair. I need this.

THERE IS STILL A STIGMA that exists with men's skin care, which is hysterical. I know obviously things have changed dramatically in the last couple of years, but there is still this idea that it's too feminine to want to really take care of your skin and look your best.

I HAVE BEEN GOING TO THE SAME GUY for six dollar haircuts in [Toronto's] Chinatown for years. It's called Beauty Bar or Beauty Salon; it's in between Bathurst and Spadina on Dundas Street West. My man Henry has been taking care of me. When you go into a barbershop they put something around your neck so that hair doesn't get down your shirt; they use toilet paper instead at my barbershop. Strange, but I'm okay with that.

I DON'T REALLY SPEND A LOT OF MONEY ON MYSELF. I've been so broke since I started this business that I don't do a lot of shopping. Some days I'm a proper gentleman, other days I'm a dirty hipster, but I prefer simple and classic—Levis, a black T-shirt and a nice pair of dress shoes by Allen Edmonds.

I WORKED IN ATLANTA for the last five years, and if I never see a pair of khakis and Oakley sunglasses again—you know, like the ones a shortstop would wear, ugly, sporty ones with a wraparound band so you don't lose them, like southern sports fishermen—I'll be completely happy.

WE DONATE TO PROSTATE CANCER. I'm not curing cancer, I'm just selling skin-care products. I think that every company should contribute to something and not be so greedy. We are on this earth for a fraction of a second. We need a global love movement and we need it now.

—As told to Kim Curley. This interview has been edited and condensed. Visit rebelsrefinery.com.

A CLICK AWAY FROM YOUR CLOSET

OUR FAVOURITE ITEMS FROM E-TAILERS WE LOVE

Cherry Blooms puts eyelash extension into your own hands! Lengthen and thicken your own natural lashes in 60 seconds with this unique gel that applies just like mascara. Avoid the costly salon process and boost your lashes up to 300 per cent. Achieve the most glamorous lashes you have ever had without breaking the bank. As seen on Oprah and Ellen!



Cherry Blooms Brush on Fibre Lash Extensions, \$60

thekit.ca/spaboutique

In collaboration with SpaBoutique

Get Roped In. A flat thong sandal is a summer must-have. Our favourites this season have a nautical twist and have us saying "Throw us some rope!" We love the braided leather straps of the Hartley Flat Sandal from Michael Kors. For something a little more luxe, our pick is the Gold Rope Thong Sandal from Casadei. Anchors away!



Casadei Gold Rope Thong Sandal, \$530



Michael Kors Hartley Flat Sandal, \$325

thekit.ca/theseptember

In collaboration with The SEPTEMBER

Ted Baker's feminine take on the utilitarian cross-body bag makes it a perfect pick for day or night. Pair with everything from your favourite skimpy jeans and heels to maxi dresses and sandals.



thekit.ca/avenuek

*U.S. dollars

In collaboration with AVENUE K

It won't feel like spring until you put on this Red Nouveau Floral Scarf. Sonia, of Snoozer Loser, silk-screened it by hand and chose a perfect blend of silk and viscose.

Snoozer Loser Red Nouveau Floral Scarf, \$42



thekit.ca/brika

In collaboration with Brika

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TASTE FOR FASHION
Lunchtime #katemosstoptopshop shopping while it's still here! @hudsonsbay @topshopcanada!



RE-BOOT
Killer cold-weather warriors. I have my eye on you @sorelfootwear Medina II. #Fall2014



CRUSH IT
The art team show eyeshadow who's boss on set for a wish list shoot.



TIME FOR TEA
A pretty morning brew with the @LeChateauStyle team.



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SHOPPERS
DRUG MART

