



PHOTOGRAPHY: ANDREW SOULE

THE
Kit
BEAUTY &
FASHION

SPRING SKIN SPECIAL

MASKED CRUSADERS

The superpowers of skincare, the secret weapons on your vanity, masks defend your skin against every enemy and reveal your brightest, tightest complexion. Here's everything you need to know, whether your commitment level is five minutes or all night long

BY RANI SHEEN

There's no one better than Jennie Yeo to give us next-level face mask tips: The 28-year-old grew up in Seoul, South Korea, with a skincare-loving family—she says her first mask experience was probably in her crib, courtesy of her grandmother.

Yeo knows the impact her home country is having on skincare routines everywhere: She's worked as an interpreter on the Canada-Korea Free Trade Agreement, which facilitates trade between the two countries. Cosmetics have become an important export for Korea, more than doubling from \$751 million in 2010 to \$1.6 billion in 2013, says the Korea Pharmaceutical Traders Association and the Korea Cosmetic Association.

Perhaps one reason Korea is considered a major player in skincare is that it's a huge part of the culture. For Yeo, who moved to Ontario at age 12, skincare started at home. "My grandmother is very, very big on skin; she taught me to use honey and avocado and lemon to make products," she says. "My mom used to grow aloe all over our house and we'd just slice it and rub it on our faces. We'd also stir egg whites with honey, put it on and go to bed. It's very moisturizing." These days, Yeo is most partial to sheet masks, which she uses almost every day.

Full mask coverage pages 6-7

BEAUTY MATH
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Sunny bronzer plus gelled hair will have you dreaming of the beach
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Warm brown shadow has the golden touch
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AMAZING GAZE
Get larger-than-life lashes in the blink of an eye
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SPRING BEAUTY BONUS!

MARCH 7 TO 20

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BEST OF A TREND

Call It Spring x Mike Perry

While you might not know Mike Perry by name, you've already seen his work. The Brooklyn artist's colourful graphics have appeared on Starbucks ads, Target's back-to-school billboards in the U.S. and even the animated logo for Comedy Central's show *Broad City*.

Next up: Canadian footwear giant Aldo Group, which has tapped Perry to create a custom print for accessories in its Call It Spring chain. The graphic, called Friends, consists of bright shapes with long, angular limbs.

"Perry tells stories with his work, really funny fables or humorous life insights. His point of view is amazing and makes for artwork that feels real and relatable," says Vanda Daftari, art director for the retailer. The capsule collection

is exactly that: Each piece—from the slim-soled sneakers to the printed ball caps—is something to wear on the weekend with a favourite pair of girlfriend jeans.

Call It Spring is just one of several major chains showing interest in contemporary artists, among them Loft, which hired graffiti artist Chris Uphues to design two Valentine's Day T-shirts, and H&M, which re-released its sold-out Jeff Koons handbags in December to coincide with his Paris retrospective (the bags are available on eBay for nearly three times their original price).

As a seasoned collaborator, Perry insists his goal is to make "great work." He was introduced to Call It Spring in 2009 when his wife photographed a campaign for the company. "The photos she shot were so epic—I knew they were a cool brand."

For Perry, the pleasure of making products is in the details, from determining the colour palette to figuring out how best to share the project on social media. "The brand collaborations I have done in the past have been brilliant," he says. "The only thing I would change is to do more."

—Vanessa Taylor. Photography by Adrian Armstrong.

CLOCKWISE FROM LEFT: CALL IT SPRING X MIKE PERRY SNEAKERS, \$40; HAT, \$15; PHONE CASE, \$10; SUNGLASSES WITH CASE, \$12; CALLITSPRING.COM/CA



TWEET OF THE WEEK

"It's 2015, if your pants aren't skimming your belly button then you're doing something wrong"

@ManRepeller, March 4, 2015

BEAUTY MATH

Slicked-back hair and warm-bronze makeup add up to a sharp look we love



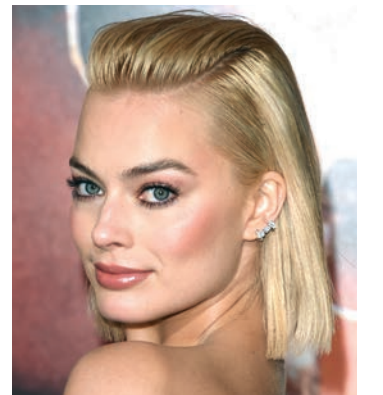
SHINE-ENHANCING STYLING GEL LIKE ORBE GEL SERUM, \$66, BEAUTYMARK.CA

+



A SHIMMERY BRONZER PALETTE LIKE MARK TOUCH & GLOW SHIMMER CREAM CUBES ALL-OVER FACE PALETTE, \$18, AVON.CA

=



Actor Margot Robbie wore an edgy modern look to the premiere of her film *Focus* in Los Angeles. Spread a quarter-sized amount of gel through the top and sides of hair for slick hold. Cleanly part hair on both sides of the head before combing the front back and the sides behind the ears. Sweep bronze powder beneath cheekbones, pink on the apples of the cheeks and highlighter just above them, then blend in a circular motion. —Natasha Bruno

TALKING POINT



RACHEL ZOE

THINKING INSIDE THE BOX

Don't ring the death knell for snail mail just yet. Services like Birchbox, Golden Tote and Stitch Fix are capitalizing on the joy of opening presents by sending boxes of surprise beauty and fashion goodies to their subscribers. Stylist Rachel Zoe is the latest to get in on the action with Box of Style, which for \$100 a quarter or \$350 a year will send to customers a box of five to eight items that range from fashion, beauty and accessories to home wares, including one hero product worth more than the subscription price. Zoe has entered a lucrative market: Birchbox opened a bricks-and-mortar store in New York last summer, has nearly 1 million users and brings in roughly \$125 million annually. There's no word yet on whether the boxes will ship to Canada. —Veronica Saroli



HOT STEPS
FOR STYLISH SNEAKERS THAT WON'T BREAK THE BANK, GO TO THEKIT.CA/FASHION-SNEAKERS-SPRING/



DONNA KARAN SPRING 2015



ROBERTO CAVALLI SPRING 2015

ONE TREND, TWO WAYS

TAUPE EYESHADOW

Matte or metallic, sheer or smoky: warm grey-brown shadow adds depth to the eye shape and works with everything.

1. Muted wash at Donna Karan

Using a fluffy eyeshadow brush, makeup artist Charlotte Tilbury applied a dark-tan matte eyeshadow over the lids from the lash line to the browbone, deepening the colour at the centre of the lids. A cool-toned beige was swept under the eyes.

2. Smoked-out shine at Roberto Cavalli

For a diffused smoky eye that glimmered, makeup artist Pat McGrath layered a golden brown eyeshadow pencil all over the lids, blending it outward with a brush and continuing down to the lower lash line. She then applied a silver shadow onto the browbone and the centre of the lids for highlight. —Natasha Bruno



COVERGIRL FLAMED OUT SHADOW POT IN MELTED CARAMEL, \$7, SHOPPERS DRUG MART. RIMMEL LONDON SCANDALEYES SHADOW STICK IN TRESPASSING TAUPE, \$7, DRUGSTORES.

STYLE THERMOSTAT

The Second-Hand Economy
Kijiji's Second-Hand Economy Index found that Canadians spend \$30 billion annually on used goods.

Zac Posen
The designer known for impeccable tailoring will join Marchesa's Georgina Chapman to revamp the iconic Charles James label.

The Good Wife
Julianna Margulies's wig on the show costs \$10,000, but the pricey hairpiece proves its worth by cutting her time in the hairdresser's chair.

Pucci
Designer Peter Dundas is leaving the Italian house after six years. Rumours are that Dundas is moving to Roberto Cavalli.

Adidas
The world's second-largest sportswear manufacturer reported a fourth-quarter loss of \$155 million in 2014.

WEEKEND UPDATE

Top it off

Whether you've got Saturday evening cocktails or Sunday morning errands, a wide-brimmed hat will take you there in effortless style

BY VANESSA TAYLOR



ONE-MINUTE MIRACLE

Dear Stila Lush Lips Water Plumping Primer: You're just what my parched mouth has been seeking. My favourite matte, high-pigment red tends to dry out my lips, resulting in patchy application. A swipe of your moisturizing, peptide-packed formula allows for an even coat of lipstick, and your colour-neutralizing pigments make the crimson really pop. *Sincerely,* Veronica Saroli

STILA LUSH LIPS WATER PLUMPING PRIMER, \$27, MURALE.CA



1. Pièce de résistance
This sheer blouse paired with slim jeans on Alicia Keys is upgraded by her accessories. Her multicoloured hat adds a hit of drama to the classic combo.

2. Shades of grey
From the tunic dress to the duster-length coat, every element of Katie Holmes's outfit looks cozy (and luxe). The mix of textures and the structured chapeau take this ensemble to the next level.

3. Belle curve
While we might not be wearing short sleeves at this time of year, this flawless ensemble on Amal Clooney (née Alamuddin) can't be discounted. The commitment to this creamy hue is impressive, but her ultra-wide-brimmed hat makes this look. Softly sculpted brims work best for dressier outfits like this, instead of floppy hats that feel bohemian.

4. Borrowed from the boys
This fab fedora on Naomi Watts is perfect for running to appointments. Menswear-inspired details like the leather band balance her unstructured tie-front coat and leather trousers.

5. Scarlet fever
Wearing a gorgeous shade of red from head to toe not only has an overall slimming effect but also looks remarkably pulled together. Dutch Queen Maxima's versatile wide-brimmed hat works with dressier outfits like a black shift dress, a knit sweater dress or a khaki trench.

6. Opposites attract
Abigail Spencer's outfit juxtaposes a frilly lace and satin frock with substantial accessories, like the chunky cuff and jaunty taken-from-the-menswear-section fedora.

The It item
For first-time buyers, stick with darker shades like chocolate brown, charcoal and black to ensure the hat will work with several outfits. Choose a snug fit that won't fly off with every gust of wind, and look for a stiff brim that doesn't flop in front of your eyes.

LAG & BONE LEATHER-TRIMMED WOOLFELT FEDORA, \$244, NET-A-PORTER.COM



LASH REPORT

THE EYES HAVE IT

Liberate yourself from that same old lash look: The latest trick to freshen up your face is a strategic application of mascara

BY JULIA SEIDL



FROM LEFT: VELOUR LASHES IN DOLL ME UP, \$30, VELOURLASHES.COM; L'OREAL PARIS MISS MANGA BY VOLUMINOUS IN BLACK ANGEL, \$11, DRUGSTORES; BENEFIT ROLLER LASH, \$29, SEPHORA.CA.

DOLLED UP

Twiggy did it first; Rita Ora is bringing it back with a twist. Her 2014 Paper magazine cover was a nod to chunky 1960s-style lashes, a look she's since championed on the red carpet. It's also a runway favourite, seen at Rochas and Dsquared2 for Spring 2015. Bring the look to real life by aiming for eyelashes that are less like clumps, more like clusters.

GET THE LOOK

"This look is about the lashes sitting up high," says Ora's makeup artist Kathy Jeung. She relies on Velour lashes falsies for the pop princess's fringe, but natural lashes curled right at the base will also do the trick. Two or three coats of a mascara that lengthens and volumizes while enhancing curl is key. For a mod effect, use a pair of round-tipped tweezers to pinch together lashes into petal-like clusters at various intervals. To avoid looking costumey, skip the spikes on the lower lashes.



CHLOË GRACE MORETZ

SKINNY DIP

Most of us feel naked without mascara, but runway pros often skip it. Marc Jacobs had models walk his Spring 2015 runway without a stitch of makeup, a year after launching his own beauty line; at Victoria Beckham, makeup artist Pat McGrath employed just a thin coat of brown mascara. "It looks youthful," says makeup artist Mai Quynh, who has sent Chloë Grace Moretz down the red carpet with skinny, barely dressed lashes. If you're a big-lash addict, here's how to do natural lashes with impact.



RIHANNA



FROM LEFT: ARDELL DOUBLE INDIVIDUAL LASHES IN MEDIUM, \$8, WALMART; GIVENCHY PHENOMEN'EYES MASCARA \$35, SEPHORA.CA; IT COSMETICS TIGHTLINE FULL LASH LENGTH BLACK MASCARA PRIMER, \$24, THESHOPPINGCHANNEL.COM.

GET THE LOOK

Logic may seem to dictate that clear mascara would do the trick; not so. "It doesn't give the lash line the proper definition," says Quynh. Instead, go for a brown formula with "everyday" or "natural" in its name. For a minimal application, skip the brush that comes with the tube and try a disposable wand. "They pick up less product," says Quynh. Separate lashes with an eyelash comb while the mascara is wet so each lash is tinted, but not caked in product.

OPTICAL ILLUSIONS

ICYMI: Mascara placement can optically change the shape of your eye. Rihanna and Jennifer Aniston tend to wear a heavier concentration of mascara or falsies at the outer corners of the upper lash line: "This lifts the eyes to give a more tilted-up, cat-eyed shape," says Jeung. For a wider, more doe-eyed gaze, try using extra mascara and a few faux lashes in the centre of the lash line, as makeup artist Tom Pecheux did at Altuzarra.

GET THE LOOK

Choose which area of the lash line you want to emphasize, and enlist a sphere-shaped brush or a narrow-diameter wand. "They're easier to manipulate," says Jeung. "Apply vertically, in a back and forth motion." For the most accurate placement of faux lashes (either individual clusters or a trimmed section of a strip), use the pointed end of an orange stick to apply glue to the lash band and the slanted end to adjust the lashes' location before the glue dries.

PRESS PLAY

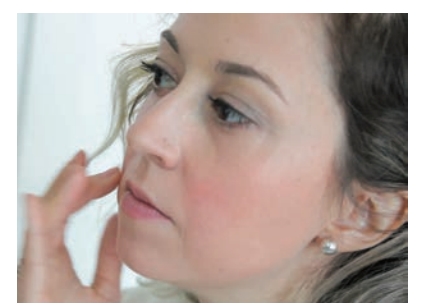
FRESH BLUSH BASICS

Senior Editor Alex Laws gets a lit-from-within flush



VIBRANT CREAM

Use a flat-top brush to buff coral blush onto the apples of clean cheeks.



BASE LAYER

Apply tinted moisturizer or mineral foundation overtop, on the whole face.



DIFFUSED GLOW

Blend well with your fingertips to achieve a natural-but-brighter glow.



STILA SHAPE & SHADE CUSTOM CONTOUR BRUSH, \$59, SHOPPERS DRUG MART; JOE FRESH MOUSSE BLUSH IN MELON, \$6, REAL CANADIAN SUPERSTORE; FUSION BEAUTY COLORCEUTICALS SCULPTDIVA BLUSH, \$31, MURALE; REVLON CREAM BLUSH IN CORAL REEF, \$13, REXALL.



NEW AT HUDSON'S BAY

THE LATEST LAUNCHES AND NEW ARRIVALS FOR SPRING



GLUCKSTEINHOME FURNITURE

Brian Gluckstein's all-new collection for living, dining and sleeping has his signature polish with a casual, contemporary spin.

Shop select stores and thebay.com

NEW COOL SUPERTRASH

With an emphasis on silhouette and texture, SUPERTRASH reflects that continental cool girl swagger you'd find on the streets outside its Amsterdam HQ (Bon top \$155 and Simian skirt \$185).

Shop select stores and thebay.com



COLLAR SCHOLAR THE HUDSON NORTH POLO

This piqué polo (\$19.99), made of 100 per cent cotton has been garment washed for a soft fit. It is available in up to 20 colours and is exclusive to Hudson's Bay. *Also available at thebay.com*



NOW TRENDING DESIGN LAB

Exclusive to our stores is this collection of easy-to-wear, price-conscious fashion and footwear (above, from \$69). For spring, denim is flared, lace is look-at-me bright and bohemian fringe festoons.

Shop select stores and thebay.com



SHARP SHOES OLIVER SWEENEY

The latest British Invasion comes courtesy of Oliver Sweeney, a new twist on traditional (above, \$390). Available the end of March. *Shop select stores and thebay.com*



TABLE THEATRE HARIO TECHNICA SYPHON

Guests are sure to be impressed watching the vacuum pressure force water and coffee between chambers of the TCA-5 (\$129.99). First, the grounds are fully immersed for rich flavour, then filtered back down for a clean cup of coffee.

Shop select stores and thebay.com



HOT HUES BOBBI BROWN

Makeup artist Bobbi Brown describes her spring Hot Collection — on which she collaborated with brand ambassador Kate Upton — as “subtle nudes with pops of head-turning colour.” The creamy and moisturizing Art Sticks (\$30), which build from sheer to rich matte, are a standout. *Available at Hudson's Bay Toronto Queen Street and Toronto Yorkdale*

HUDSON'S BAY

SHOP THEBAY.COM

SPRING SKIN GUIDE

Face mask magic

For every flare-up, dry patch and breakout, there's a mask. From Korean traditions to Canadian formulas, we bring you the latest textures and tricks you need to mask like a pro

BY RANI SHEEN



TITIKA ACTIVE
COUTURE SPORTS
BRA, \$52, TITKA.CA;
BANANA REPUBLIC
EARRINGS, \$50,
BANANAREPUBLIC.CA

SHEET MASKS FOR
CHAMPAGNE TASTES
& BEER BUDGETS

In Korea and Japan, most convenience stores sell inexpensive, single-use sheet masks, while luxury versions are just as common at high-end boutiques.

Sales of both are on the rise in Canada, but premium masks are leading the growth, according to Euromonitor senior research analyst Svetlana Udusliiva. She adds there's even more room to grow—especially in the big-in-Asia “brightening” category.

“The quality of a mask is determined by the type of fabric used for the sheet and the ingredients in the serum,” says dermatologist SungJae Jung, founder of Korean skincare brand Dr. Jart+. He says inexpensive masks are made with low-quality fabrics, such as mixed cotton and synthetics (rather than cotton, microfibre or cellulose, which sticks to your face better), and are usually soaked in lower-quality serum.

You get what you pay for, but cheapies do come in a huge variety of types for practically any skin concern. Either way: “I see masks as a treatment,” says facialist Ellis Holevas, national education manager for luxury skincare group BeautyNext. “So I see this is an investment for your skin.”

CHEAP AND
CHEERFUL

4. Plumping marine collagen and antioxidant vitamin E with astringent witch hazel infuse deeply via a transdermal delivery system created in the 1980s to deliver medication via a patch.

SKIN REPUBLIC
COLLAGEN INFUSION
MASK, \$8, SEPHORA.CA

5. With soothing and antibacterial manuka honey and jasmine, this isn't a sheet but forms a peel-off layer to pull impurities off the skin.

H&M MANUKA HONEY
PEEL-OFF MASK, \$4, H&M

6. This jelly-like sheet moulds to your face



(and stays on better than paper masks) and contains skin-conditioning starfruit extract.

THE FACE SHOP
STARFRUIT HYDRO
VITA B GEL MASK, \$2,
THE FACE SHOP

LUXURY FIX

1. Vitamin C and tranexamic acid inhibit excess melanin to brighten dark spots. The top half soothes puffiness around the eyes while the lower half exfoliates to treat enlarged pores.

CLÉ DE PEAU BEAUTÉ
INTENSIVE BRIGHTENING
MASK, \$150 FOR 6, HOLT
RENFREW

2. Made of sustainably sourced wood pulp fibres, this extra-wet mask is soaked with brightening licorice and kakadu plum and protective African birch.

JURLIQUE PURELY
BRIGHT FACIAL TREATMENT
MASK, \$60 FOR 5,
JURLIQUE.CA

3. A delicate clear gel sheet mask (be careful taking it out of the packet!), this cools on contact and brightens with glacial water from Iceland.

DIOR DIORSNOW WHITE
REVEAL EXTREME
COOLING GEL MASK,
\$103 FOR 12, DIOR
COUNTERS

Lifelong mask junkie Jennie Yeo lets us in on her Korea-formed sheet-mask secrets

1. **Keep them chilled.** “I freeze sheet masks and green-tea bags to put on my face.”

2. **Sleep in them.** “You just cover your eyelids with the eye flaps. Classic sleepovers with friends in Korea always involve sheet masks.”

3. **Rub your body with the cloth.** “After 15 to 20 minutes the mask starts to come off because it dries naturally, but after you take it off it's still kind of wet. I rub whatever's left over on my body.”

4. **Follow with your usual routine.** “After the mask I go ahead with the rest of my night routine—serums, lotions and moisturizer.”

5. **Use them in flight.** “It is a really common thing to see on flights: You put it on your face and go to sleep. Even in economy! People might ask you for one—it's just part of our culture.”

6. **Don't wash your hands after applying the mask.** “These serums are good for your body as well. There's nothing to waste in the package. I put it on my neck or on my arms.”



1. **EYE BRIGHTENER**
Refresh tired, puffy eyes—and force yourself to lie quietly for 20 minutes—with this goggle-shaped mask.

HOLIKA HOLIKA
MY DARK CIRCLE STEALER
GOGGLE EYE MASK, \$6,
HOLIKAHOLIKA.CA



2. **NECK WORKER**
Tightening wheat proteins and amino acids target lines on the delicate, thin skin of the neck.

RODIAL GLAMTOX
NECK MASK,
\$65, SHOPPERS
DRUG MART



3. **(HAND &) NAIL IT**
Intense moisturizers like petrolatum and macadamia oil soften dry hands and ragged cuticles.

LOOK BEAUTY
MOISTURE &
NOURISHING HAND
MASK, \$10, SHOPPERS
DRUG MART



4. **LIP LOVE**
A targeted treatment for lips (that you won't lick off) with marine collagen and hydrating hyaluronic acid.

THE FACE SHOP
BEBE LIP MASK, \$2,
THE FACE SHOP



5. **FOREHEAD FIX**
Muscle-relaxing peptides and antioxidant tomato extract go to town on frown lines.

SKYN ICELAND HYDRO
COOL FIRING FACE GELS
FOR FOREHEAD, \$39,
MURALE.CA

PLAYTIME

Think beyond the tube: Pods of jelly, tubs of pudding and mix-your-own powders are as fun as they are effective

1. **POWDER**
Mix-your-own loose clay offers ultimate control: Adjust the amount of water you use, mix it with a carrier oil such as jojoba to avoid over-drying, or add a drop of clarifying tea-tree or lavender oil. This gentle pink clay mask will deep-cleanse without pulling too much natural oil out of your skin.

ELUCX PINK CLAY BOTANICAL
FACIAL MASK, \$25, GOODS-SHOP.CA

2. **BOUNCY**
“Bouncy” is the year's texture buzzword. This pudding-like mask works to increase skin's elasticity (to make it “bouncier”), which is the measure skin scientists use to assess wrinkle depth.

THE BODY SHOP DROPS OF YOUTH
BOUNCY SLEEPING MASK, \$30,
THEBODYSHOP.COM

3. **FOAMING**
Foaming or bubbling masks break up oils and dead skin cells in the pores, resulting in a deeper clean.

ELIZABETH ARDEN CERAMIDE
BOOSTING 5-MINUTE FACIAL, \$100,
SHOPPERS DRUG MART

4. **JELLY**
Lighter than a gel, jelly masks impart a fresh dose of water-based hydration.

SEPHORA JELLY MASK MOISTURIZING AND ENERGIZING, \$43,
SEPHORA.CA

5. **GEL SHEET**
Sheet masks made of hydrogel (a clear jelly layer rather than paper or fabric) mould to your face and deliver serum that absorbs fully into the skin instead of remaining in the mask.

DR. JART+ HYDROGEL ALL THAT
LIFT & FIRM MASK, \$45 FOR 5
SHEETS, SEPHORA.CA





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THE BASIC TEXTURES

Masks either draw impurities out of your skin or infuse it with a fix of nourishment. These are the four main types

1. Sheets Cotton, paper or hydrogel sheet masks are saturated with various serums that become trapped on the skin allowing them to be fully absorbed, so there's no need to rinse off afterwards. "When Chinese tourists visit Korea, one of the most popular gifts to take home is a Korean sheet mask," says Jung.

2. Clay Whatever type you use—mild kaolin, mineral-rich rhassoul, gentle rose, absorbent green or purifying fuller's earth—clay masks draw sebum and impurities from pores, making them especially good for treating acne. "They have some anti-inflammatory properties so they bring down the redness," adds Toronto dermatologist Dr. Lisa Kellett. But don't leave them on all night. "You would leave it on for about five to seven minutes—12 at the top," says Holevas.

3. Gel Masks with acids or enzymes offer gentle exfoliation that doesn't irritate skin like scrubs can. "With those masks that are a bit stronger, you may want to use a face serum with an antioxidant afterwards if the mask is a bit irritating," says Kellett. Gel masks can also be a light, fresh vehicle for hydration.

4. Cream Packed with moisturizing plant oils and butters and hydrating ingredients like hyaluronic acid, cream masks help to decrease the appearance of fine lines and wrinkles. "It's not going to be a permanent improvement but it will help to plump things up a bit and make you look fresher," says Kellett. You can leave cream masks on as long as you like; usually you remove them by wiping, not rinsing, to allow some of the formula to remain on the skin.

1. The original high-end cotton-cloth mask, this provides so much moisture to the skin that jet lag has no chance.

SK-II FACIAL TREATMENT MASK, \$135 FOR 10, SKI-II.COM

2. This kaolin-based mask is amplified with soothing rose-water, nourishing honey and antibacterial rosemary.

CHANTECAILLE DETOX CLAY MASK, \$93, HOLT RENFREW

3. A combination of four acids exfoliates without scrubbing, revealing fresh, dewy skin.

REN GLYCOL LACTIC RADIANCE RENEWAL MASK, \$66, SEPHORA.CA

4. Plant butters and oils abound in this rich, super-hydrating mask.

TATA HARPER MOISTURIZING MASK, \$110, MURALE.CA

Perfect match

For a truly targeted treatment, think like a facialist and apply different masks to specific areas on your face at the same time. "It's rare to find an individual whose skin is uniform," says Holevas. Even if your skin is "normal," you might spot blackheads on your T-zone, breakouts on your chin, flaky or dry skin around your nose, and hyperpigmentation on your cheeks.

"There are fabulous masks for around the eyes that give a surge of hydration and help reduce puffiness," says Holevas. On the T-zone, masks containing kaolin clay help pull out impurities. Skin on the cheeks is sensitive and thin and needs a mask that's hydrating and creates a protective barrier: Holevas likes Crème Masque Vernix from Biologique Recherche.

You might end up looking like a patchwork quilt of different colours and textures, but your face will thank you.

2-IN-1 POT!

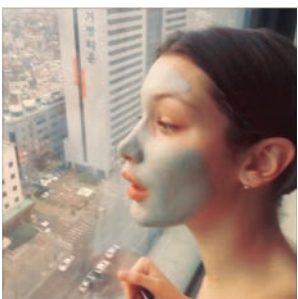
EMINENCE BALANCING MASQUE DUO, \$54, EMINENCEORGANICS.COM



MASK MOMENT

The Instagram selfie has propelled a bathroom ritual into the public eye

@bellahadid



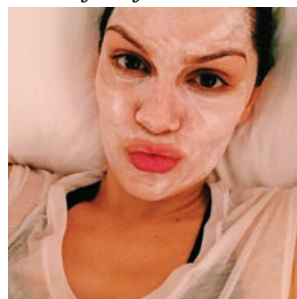
Model Bella Hadid gazes out across Seoul, South Korea, Jan. 5, 2015.

@katyperry



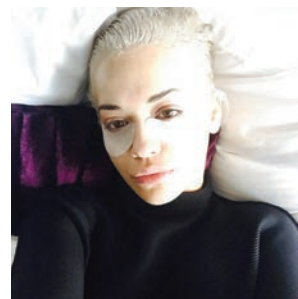
Singer Katy Perry, pre-Super Bowl, Jan. 15, 2015.

@istbatjessiej



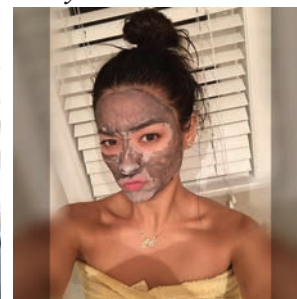
Singer Jessie J soaks in moisture, Feb. 18, 2015.

@ritaora



Rita Ora preps for the Oscars, Feb. 22, 2015.

@shaym



Shay Mitchell masks up after a long flight, Mar. 1, 2015.

@mileycyrus



Miley Cyrus faces a 6 a.m. call time, Mar. 3, 2015.



SLEEPOVER SKINCARE

If you haven't tried a sleeping mask yet, it's time. They take no longer to apply than moisturizer, and you'll greet the morning as fresh as a daisy. The difference between night creams and sleeping masks is the texture. Overnight masks usually contain higher levels of treatment ingredients, which can make them more effective, but they leave your face stickier and shinier. Allow the mask to sink in for 10 to 15 minutes and form a lightweight film before hitting your 600-thread-count pillow. Frequent flyer bonus: Take a sleeping mask on a long flight and kiss parched plane-skin goodbye. (Just make sure it's under 100 mL.)

1. This thick gel mask contains mulberry-root extract and niacinamide to brighten and help prevent hyper-pigmentation.

OLAY REGENERIST LUMINOUS OVERNIGHT MASK, \$40, DRUGSTORES

2. Brazilian seed butter, energizing ginseng root and caviar and plankton extracts moisturize and brighten, and the application brush will make you feel like you're in the hands of a pro.

LA PRAIRIE SKIN CAVIAR LUXE SLEEP MASK, \$365, HOLT RENFREW

3. Shea butter and hyaluronic acid captured in tiny bubbles infuse skin with moisture as you sleep.

AVON ANEW CLINICAL OVERNIGHT HYDRATION MASK, \$32, AVON.CA

4. With black-tea ferment to boost elasticity and soothing belle-de-nuit flower extract, this buttery mask leaves skin feeling supple and soft but not greasy.

FRESH BLACK TEA FIRMING OVERNIGHT MASK, \$103, SEPHORA.CA

In case of emergency

Not all masks are lazy Sunday indulgences. Here, four masks for four urgent situations

1. GYM TO PRIM

After a long, grimy day and a sweaty workout, you find out you have to go to a big, splashy do.

You need: A gently exfoliating clay mask with antioxidant green tea and soothing cucumber. (And a shower, obviously.)

GLAMGLOW YOUTHMUD TINGLEX-FOLIATE, \$76, SEPHORA.CA



2. SLEEP SHORTAGE

You got four hours of sleep and you have an important meeting in 45 minutes.

You need: A refreshing mask with exfoliating action that brightens in just a few minutes.

CLINIQUE TURNAROUND REVITALIZING INSTANT FACIAL, \$45, CLINIQUE.CA (IN APRIL)



3. MORNING GLORY

You feel a breakout coming on and you have to charm a roomful of VIPs in the morning.

You need: Clear mask patches that keep the clarifying bay leaf and apple-water formula in place all night.

HOLIKA HOLIKA SKIN & AC MILD CLEAR SPOT PATCH, \$3, HOLIKAHOLIKA.CA



4. FLIGHT FRIGHT

You just got off a red-eye and you have to go straight to a big family reunion.

You need: A circulation-boosting mask with propolis (sap-like "glue" that bees collect), which reduces the look of wrinkles.

NIP + FAB BEE STING FIX LIFTING MASK, \$15, SHOPPERS DRUG MART



DO...

...CLEANSE FIRST

"A mask won't do its job if you don't cleanse properly and exfoliate on a regular basis. You don't want all your wonderful ingredients to be trying to treat cellular debris, a.k.a. dead skin," says facialist Ellis Holevas.

...ROTATE & LAYER

"Most nights of the week I use one of a rotating assortment of creamy, hydrating, gel, hyaluronic and comforting masks. I like to layer serums and face oils beneath the masks too," says facialist Anastasia Achilleos, global ambassador for Olay.

...TARGET YOUR CYCLE

"If you have a very regular hormonal cycle and you know that you always get your period on a particular day, do a clay mask three days before to help counteract the oil imbalance," says Holevas.

DON'T...

...WAIT TILL YOU "HAVE TIME"

"I use every opportunity—in the bath, whilst I'm showering—to use masks. The steam helps to enhance the experience, increase micro-circulation and boost glow," says Achilleos.

...SLATHER IT ON

"Most masks are not intended to be applied very thickly. A really thin layer can still be effective," says Holevas.

...FORGET TO USE THEM

And most importantly... don't forget you have them! "The biggest mistake people make is they do not use them enough," says Achilleos.

OUR LATEST BEAUTY OBSESSIONS



NEW

LANCÔME ABSOLUE PRECIOUS OILS

Aid the skin's self-regenerating power with Lancôme. Wrinkles are reduced, and skin looks repaired and recovered. **Lancôme Absolue Precious Oils, 30mL, \$175**

LANCÔME TRÉSOR LA NUIT EAU DE PARFUM

La Nuit Trésor the first gourmand aphrodisiac is as alluring as the woman who wears it. Daring, sexy and chic, it's composed of a Heart of Black Rose Essence with an erotic hint of Vanilla Tahitensis Orchid Absolute. **Lancôme Trésor La Nuit Eau de Parfum, 50mL, \$95; 75mL, \$111**

NEW



NEW & EXCLUSIVE

LA PETITE ROBE NOIRE EAU FRAÎCHE EAU DE TOILETTE

Guerlain's latest perfume creation, an incredibly exhilarating scent in which sparkling mandarin, rose petals and biting pistachio set hearts a flutter. **La Petite Robe Noire Eau Fraîche Eau de Toilette, 50mL, \$82; 100mL, \$110**

CLARINS TOTAL EYE CONCENTRATE

This highly effective formula harnesses the power of plants to target all signs of ageing, from temple to temple. The eye area is replenished, dark circles and puffiness are diminished, wrinkles smoothed, and eyelids are lifted. **Clarins Total Eye Concentrate, 15mL, \$84**

NEW



GIFT WITH PURCHASE

BIOThERM BEAUTY GIFT FROM THE DEEP

Receive this amazing 6-piece gift set as your **FREE** GIFT** with any Biotherm purchase of \$30 or more. May we suggest, **Biotherm Aquasource, 50mL, \$49**



BENEFIT ROLLER LASH MASCARA

Curl power! It's a roller for lashes! The eye-opening hook 'n' roll brush grabs, separates, lifts and curls, while the instant curve-setting formula holds for 12 hours. **Benefit Roller Lash Mascara, 8.5g, \$29**

NEW



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**Offer valid on purchase of eligible products after discounts and redemptions and before taxes. One gift per customer, while supplies last. No substitutions. Components are subject to change. Cannot be combined with any other promotion. No Rainchecks. See Beauty Expert for details.



**SHOPPERS
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