

EXCLUSIVE
BUSTING
BARRIERS

Actor Gina Rodriguez
on smashing stereotypes
page 4



SKINCARE
CLEAN
SLATE

Your softest skin
ever starts here
page 7



ACCESSORIES
NECK
CANDY

The classic
choker gets
an upgrade
page 3



THE KIT



LOVE YOUR SMILE

What are “perfect” teeth anyway? One writer
makes the case for a quirky grin
page 7

VANESSA PARADIS AND KIRSTEN DUNST
AT CANNES, 2016. PHOTO: GETTY IMAGES.

TREND ALERT
PYJAMA
CHIC

“In an era that can be so
unforgiving, every simple
pleasure—like the silky
slip of a camisole where
a starched blouse might
otherwise be—suddenly
seems worthwhile.”
page 6



[UNMASK BEAUTIFUL SKIN IN 10 MINUTES]
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MOST WANTED

All laced up

Caudalie’s cult-favourite radiance-boosting facial mist just got a stylish makeover. The French skincare brand called on fashion designer Jason Wu—a long-time client of its grape-themed Vinotherapie Spa at New York’s Plaza Hotel—to reimagine the classic frosted-glass bottle. Naturally, Wu pulled inspiration directly from the runway. “When thinking about dressing the bottle, I imagined how I want to dress women, which is about refinement and sophistication,” says the designer, whose customers include Michelle Obama, Reese Witherspoon and Julianne Moore. He decked the limited edition bottle out in a black-lace pattern from his Spring 2016 collection.

“It’s five individual laces embroidered together to form one piece,” explains Wu of the delicate fabric that floated down the runway on dresses and blouses. He also added a gold cap to echo the hardware on his covetable accessories. Since the refreshing makeup-setting mist (a blend of rosemary, lemon balm, peppermint, orange blossom, rose and grape pulp) is often spotted in the kits of backstage beauty teams at fashion week, we’d say this is a beauty collab made in fashion heaven. —*Natasha Bruno. Photography by Sehee Jee*

JASON WU FOR CAUDALIE LIMITED EDITION EAU DE BEAUTE BEAUTY ELIXIR, \$53, CA.CAUDALIE.COM

ONE TREND, THREE WAYS CHECK MATE

The look
First things first: This isn’t a lumberjack’s flannel. Fall’s unofficial pattern family—plaids, tartans and windowpane checks—feels fresh this fall.

On the runway
Mixed media coats at Bottega Veneta; topsy-turvy ensembles at Calvin Klein; work-appropriate pieces in pastels at Andreas Kronthaler for Vivienne Westwood.

How to wear it
Mixing patterns is the best way to modify a classic motif. Play with scale (we love colourful plaid on top and large checks on the bottom) or contrast your separates with multidirectional designs. —*Jillian Vieira*

Bottega Veneta

3.1 PHILLIP LIM JACKET, \$1,125, HOLT RENFREW

Calvin Klein

KIT AND ACE TOP, \$198, PANTS, \$248, KITANDACE.COM

Andreas Kronthaler for Vivienne Westwood

MARC CAIN SKIRT, \$230, MARC CAIN

ACCESSORIES

THE STATEMENT PIECE YOU NEED NOW

Want to get in on the choker trend without looking like a tween? Good news: The newest iterations of the nearly ubiquitous style are made for adults with day jobs. Look for metallic hardware, serious structure and geometric details to pull any look together.—*Jillian Vieira*

STELLA MCCARTNEY

HERMÈS

MULBERRY

TOMTOM, \$640, TOMTOMJEWELRY.COM

ALEXIS BITTAR, \$315, HOLT RENFREW

LAURIE FLEMING, \$185, LAURIEFLEMINGJEWELLERY.COM

BIKO, \$145, ILOVEBIKO.COM

SARAH MAGID, \$505, SARAHMAGID.COM



BEAUTY INSIDER

COMPLEXION PERFECTION

Kat Von D’s five tips for achieving flawless skin

- Tattoo artist Kat Von D has built a cosmetics empire by giving her makeup-loving fans (4.8 million on Instagram at last count) exactly what they want: highly pigmented products to create any look they can dream up. But whether they’re dramatic, colourful, goth-y or pinup-inspired, Von D’s own looks all start with a perfect canvas. We sat down with her in New York to talk about her five complexion commandments.
- 1. Eat for your skin** “I base skincare more on what comes from the inside. I can tell when I need to lay off sugar because that’s usually when I get breakouts. And I’m a big advocate for cutting dairy out of your diet because it’s so bad for your skin. But my foundation is really full coverage, so even on a bad-skin day, I wouldn’t need anything extra.”
 - 2. Always be matte** “It creates a different type of reflection in photographs, and I think it looks good. I use my powder over

- my whole face because it has a micro-blurring effect, which is really good if you’re self-conscious about wrinkles. A lot of people are following the ‘baking’ trend [of letting your powder sit on your face for a few minutes to set makeup], but I don’t because I don’t feel like I need it.”
- 3. Take makeup brushes seriously** “I’m so obsessed with the sculpted angles of my concealer and foundation brush—I can’t really do my foundation without it anymore. I’m able to be precise and get into corners, and it’s even good for contouring.”
 - 4. Try a synthetic-bristle brush** “I spent so much time finding a synthetic bristle that would act the same way as real animal hair. Right now, I think that there’s a lot of innovation within the brush world. We’re in a time where we have the technology to create something that does the same job.”
 - 5. White concealer is the key to a perfect match** “I’m really excited about the new white concealer. You’re going to be able to use it to make custom shades.” —*Rani Sheen*



KAT VON D LOCK-IT CONCEALER CRÈME IN WHITE OUT, \$34, LOCK-IT EDGE FOUNDATION BRUSH, \$43, LOCK-IT SETTING POWDER BRUSH, \$47, LOCK-IT SETTING POWDER, \$38, SEPHORA.CA

EXCLUSIVE

Gina speaks

Gina Rodriguez is on a mission. Here, the Golden-Globe-winning star of Jane the Virgin (season three starts October 17) and Clinique ambassador gets real about her success, equal opportunity and how to break free from what holds us back

AS TOLD TO RANI SHEEN

When I watched television and films as a kid, I didn't see the reflection of my skin, my body type or my culture. Not seeing a positive Latin American perspective limited my view of what was possible for me. At a very young age, I started to think that I wasn't going to be in the movies or TV shows I loved to watch. That can do something to a young person's mind when they're creating their dreams.

My character, Jane, is an opportunity for me to talk about the idea of fighting for what you want and being fearless. It's eye-opening to see Jane's relatability to so many different types of women: mothers, single mothers, women who come from a similar background or who have a grandmother in their home who speaks a different language.

Believing that I was going to be a part of a movement, like many women before me, took a lot of fight. Rejection can be so heavy. When I got to college, I was diagnosed with thyroid disease. I saw "leading ladies" in a very specific mould, in terms of what is beautiful, what is romantic. That wasn't my body type, so I believed I might as well stay in my lane.

Why are we not breaking down these barriers and allowing younger generations to believe anything is possible for them? That you're not limited because of your skin colour, cultural background, religious background or economic background? Those are all obstacles planted to limit the population from enjoying success, love, laughter, health and a good life. I think education really opened up

my eyes to what I was capable of in terms of breaking down those barriers.

I recall asking my mother why I travelled so far to go to school, when all my friends went to the neighbourhood school. She said they wanted to give me opportunity. When I got older, when I decided to go to a better high school outside my Chicago neighbourhood, when I wanted to apply to NYU, I didn't understand why the kids in my neighbourhood were not doing the same. I had a neighbourhood friend who was a teenage mother, and my new high school friends thought that was insane. I was growing up in two environments: one of them that felt very limited and the other that had much more opportunity. In retrospect, I understand that my grammar school contributed to getting into my high school, and my high

"I saw 'leading ladies' in a very specific mould, in terms of what is beautiful, what is romantic. That wasn't my body type, so I believed I might as well stay in my lane."

school contributed to getting into my college and the university I was accepted into—truthfully, all the universities I was accepted into. Education got me out of the surroundings I believed I was imprisoned by. Books and extracurriculars were limited in giving children that vision; that doesn't exist in the neighbourhood that I grew up in. I think that's why television

is so powerful. Now, as an artist, I feel a beautiful opportunity and responsibility to open that up for others.

ONLINE
WATCH GINA RODRIGUEZ'S VIDEO AT THEKIT.CA/GINA-RODRIGUEZ/



Rodriguez brings her positive energy and sleek style to recent red carpets, from New York to L.A.

SPOTLIGHT: GINA'S CAMPAIGN

In Clinique's #differencemaker campaign, Rodriguez appears in a powerful video speaking about education, along with inspiring women such as British former Olympic cyclist Victoria Pendleton and South African actor Jessica Nkosi. The campaign aims to highlight how small changes in our daily lives can make big changes in our communities. "My life's purpose is outside my passion for acting: freeing others the way I was freed," says

Rodriguez. "And there's nothing more encouraging than being able to do that with beauty brands, because beauty begins with our confidence. Confidence is directly linked to our education, intelligence, belief in ourselves and our belief in unlimited possibilities." Clinique will also make a donation to the charity Room to Read, which works to encourage literacy among children, specifically girls, in developing communities.



Gina's pick

"I make sure I have sunblock on my face. I want to always protect my skin, keep it feeling good and keep it glowing."
CLINIQUE SUPERDEFENSE
DAILY DEFENSE MOISTURIZER
SPF 20, \$60, CLINIQUE.CA

PHOTOGRAPHY: GETTY IMAGES (RODRIGUEZ)

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HYLAMIDE: HA BLUR

We have done something really special. It sounds like other things but it is very different. In fact, there is nothing like it.

Blurring products promise to scatter light in many directions to hide pores and lines and create a retouched skin finish. There are two types of blurring products on the market: the ones that really work well but don't get along with makeup well (and also aren't suitable for normal to dry skin) and then there are the blurring products that don't work so well but they are compatible with makeup and all skin types (we call such products mediocre—they make everyone happy but no one super happy).

Instead of relying on older silica technologies, HA Blur uses an unusual new form of Hyaluronic Acid powder base for its blurring approach. Hyaluronic Acid has never been used for this purpose before and renders HA Blur compatible with all makeup and all skin types, while the blurring effect is exceptional. In fact, it's so compatible with makeup that you can apply under or over foundation, or mix it with any liquid foundation for an ultra-high-definition skin finish.

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TREND ALERT

WELCOME TO THE COMFORT ZONE

Pyjamas have officially transitioned from bedroom to boardroom. Kate Carraway explores the rise of the season's sleeper trend

Predictably, about a year after Rihanna was photographed wearing pinky, silky pyjama bottoms and a robe to the studio—because of course she was—pyjama dressing is peaking. While most trends cycle through a few consecutive seasons, the long tail of this look feels never-ending, like the Diplodocus of '90s-revival fashion. This season, jammies have come out of the bottom drawers, not as “inspo” remixed into work-ready separates or louche evening looks but rather as nightwear worn quite literally as daywear.

In February, Dolce & Gabbana invited Jessica Alba and other stylish babes to a PJ party at the Chateau Marmont hotel in Los Angeles. The Kardashian-Jenner clan, for their part, wear nighties with chokers, and Kim K regularly pairs lacy lingerie with oversized men's jackets. On the fall runways, Alexander Wang showed baggy sweats fit for a marathon sleepover party.

Pyjama dressing is part of what I call “comfy culture,” an informal movement toward consciously choosing to feel physically and emotionally better by eliminating foods

that inflame, choosing meditation class over martinis and prioritizing self-care and self-actualization over doing whatever someone else thinks you're “supposed” to do. Comfy culture is reflected in a recent *New York Times* article reporting that staying in is the new going out, and also in the slang phrase “Netflix and chill” and, more generally, in our lives lived online, often alone, with social anxieties, limited budgets and the exhaustion of working constantly. “If it feels good, do it” was the sex-and-drugs mantra of an earlier era; a gentler, arguably healthier version is applicable now.

Pyjama dressing is also a natural extension of the athleisure trend, in which grubby workout clothes became pricey branded yoga pants, and weekend sweats became aspirational. Both athleisure and comfy culture benefit from an ever-increasing standard of informality, which has been encouraged by the breakdown of social hierarchies, and from the freelance and gig-based work culture that is the result of fewer steady 9-to-5 jobs and eliminates distinctions between “home” and “work.” We live in a flatter culture, in which every demographic listens to Beyoncé, plays Pokémon Go and wears hoodies.

Maybe pyjama dressing is rising in popularity simply because it feels good. In an era that can be so unforgiving, every simple pleasure—like the silky slip of a camisole where a starched blouse might otherwise be—suddenly seems worthwhile. There have never been so many options for bunny-soft cashmere sweatpants; and there has never been more justification, socially and individually, for making yesterday's sleepwear an investment piece to luxuriate in and

finding a blazer on the cheap instead.

If you aren't Rihanna or Kim, lingerie-skewing looks can be hard to pull off, but the men's-style pyjamas of drawstring pants and boxy tops seen at Fendi and Givenchy are both flattering and sexually suggestive—especially when they're barely buttoned and paired with the right heel. But pyjama dressing is primarily about self-care: While its first cousin, athleisure, suggests efficiency and high intensity—a self-improvement workout could begin at any moment!—jammies suggest a different ethos: a priority of relaxation and coziness; a defiant, me-doing-me ease; and a deep dive into feeling better. That's a trend that should stick around as long as possible.



TOMMY HILFGER



FASHION INSIDER
CASTING CALL

She's walked the runways (Miu Miu, Dolce & Gabbana and Marchesa among them) and earned her Victoria's Secret Angel wings, and now Taylor Hill is the face of Topshop, one of fashion's most recognizable names. Here, the 20-year-old model chats about moving to New York and why she loves cold-weather style.

What was it like growing up in Colorado? “It was cold, but fun! I have a lot of siblings, and we would go snowboarding, hiking and sledding on snow days. We lived in the middle of nowhere—the closest city was Denver, which was 30 minutes away. Coming to New York was such a shock. I was like, ‘Where's the sky?’”

How did you prep for your first runway casting? “When I did my first NYFW season, my agent took me into Topshop and bought me black, skinny jeans, a white tank top and heels [for castings]. From then on, I loved it. It's the in-between of low-end and high-end. You feel so comfortable shopping in there because you're never spending a fortune getting what you want.”

What do you love about winter dressing? “The layering. During the summer, fashion can get boring really quick—you only wear so many things and you're always wearing sandals. You can really switch it up in the winter with coats, hats and boots. There's more to play with.” —Jillian Vieira



From left: Rihanna at the 2014 MTV Movie Awards, red carpet Kim Kardashian, Canadian model Kate King at the Dolce & Gabbana PJ party and Britney Spears show off their rather literal PJ looks.

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HYLAMIDE: MATTE 12

Mattifying beauty products almost always use a combination of Talc, Starch, Silica and Chalk (Calcium Carbonate) to create a "matte" skin finish. We don't like these "technologies" because a) they also bind to water, not just oil, and so are drying which is very different than mattifying; b) some of them are bad for you (search about talc-related lawsuits); c) they don't blend well with many forms of makeup.

Mattifying should not mean drying. In fact, matte skin should be just as comfortable as oily skin. Matte 12 uses advanced elastic spherical polymers that bind to oil but do not make the skin feel dry.

Here are some very good facts about these spheres:

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BEAUTY TREND

Bite me

Why we're loving the perfectly imperfect smile

BY PHOEBE MALTZ BOVY

I'm American (recently transplanted to Toronto) but my teeth—though healthy—never got the memo. They have that coffee-tinged cast more typical of “British teeth,” and there’s a pronounced canine I’ve christened Yellow Tooth. Yet I remain attached (physically and emotionally) to my smile because of a narrative I have about this particular imperfection: There’s something French-woman-chic about teeth stained from the enjoyment of life. There’s also the fact that a quirky grin is said to be in style.

The collective dental ideal used to be a uniform look described as “Chiclet-perfect veneers” in “toilet-bowl white,” according to Dr. Edward Philips at Toronto’s Studio for Aesthetic Dentistry. But in the past few years, the extreme makeover approach has shifted. “There’s definitely much more of a trend toward natural,” he says. “It’s not ‘Let’s take an atomic bomb and completely redo this person’ anymore.”

In 2015, the American Academy of Cosmetic Dentistry reported that its dentists were receiving more requests for natural or “organic”-looking porcelain veneers, especially from younger, Generation Y patients. In the U.K., cosmetic-dentistry seekers lost interest in the Hollywood smile even earlier—in 2010, a survey conducted by the British Academy of Cosmetic Dentistry found two-thirds of its member dentists had seen the demand for “perfect” teeth drop by half. This led to a reported rise in patients asking for the “Keira Knightley”: a replica of the actress’s attractively uneven top teeth, as opposed to the row-of-piano-keys look. In Japan, the trend went further: *yaeba* oral surgery to get deliberately crooked, even fanged veneers took off in 2013, spurred by the three snaggle-toothed members of the J-pop group TYB48.

It’s not just our aesthetic sensibility that has evolved. “You can make veneers look exactly like your own teeth today, and you couldn’t do that years ago,” says

Toronto general and cosmetic dentist Dr. Brian S. Friedman. He explains that the porcelain itself has improved in the past decade, allowing for more natural-looking improvements—presumably why celebrities like Hilary Duff eventually downsized their supersized, blinding veneers in favour of a more genuine smile. Philips explains that the latest veneers are “polychromatic,” encompassing the many colour variations of natural teeth, with each engineered to be a unique shade. But like most nice things, they don’t come cheap: up to \$2,400 per tooth.

The current version of “perfectly imperfect” veneers might overlap slightly, have gradation in colour from root to tip and include tiny grooves to mimic natural texture. While their hue doesn’t resemble bathroom enamel, they’re certainly brighter than my old friend Yellow Tooth.

In the name of research, I go for an informal consultation at Philips’s well-appointed downtown office, where we look at digital images of my mouth. The first thing I notice in these is a slight tooth-lipstick situation. The second: My teeth and my skin are approximately the same shade of off-white. Philips confirms that the paler your skin is, the darker your teeth will look in contrast. (I’d previously been introduced to this fact by another dentist, who, noting my teeth-complexion parity, suggested lipstick.) I’m apparently not a great candidate for bleaching, but I could cover Yellow Tooth with a veneer to match its neighbours. This is intriguing, but not enough to make me whip out my credit card. Yet.

It all points, I think, to something of a chicken-and-egg scenario that’s true not just in dentistry but in beauty generally: As technology allows for a shift from garish upgrades to the more



undetectable results people may have wanted all along, the early adopters who paid (but maybe not quite enough) for an overhaul end up looking dated. The rest of us smugly, if anxiously, tell ourselves, “At least we look natural.” (We’re all low-maintenance compared with that other woman over there.) But this pretense starts to fade once we get access to more stealthy forms of artifice.

So while I’m not ruling out having old Yellow Tooth subdued one day, I’m inclined to accept the rest of my imperfect smile. My hair could never do that dishevelled, insouciant Frenchwoman thing, but my teeth? They’re already there.

Famously “imperfect” smiles, clockwise from top: Lindsey Wixson, Uzo Aduba, Georgia May Jagger, Vanessa Paradis, Alek Wek and Brigitte Bardot.



ONE-MINUTE MIRACLE

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Thankfully,
Natasha Bruno

LUSH COSMETICS KINKY HOT OIL TREATMENT, \$10, LUSH.CA

THE KIT

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SKINCARE

GET THE DIRT

Why you need a next-generation clay mask—even if your teenage years are long behind you

BY EDEN BOILEAU

Remember the mud masks we all used when we were teenagers? They were almost exclusively a weapon in the arsenal of the pimple-prone, designed to suck up sebum and deep-clean pores before semi-formal. Well, times—and masks—have changed. Beauty brands are flooding the shelves with clay-based offerings for every skin type, from dry to oily, teenage to mature. Today’s clays are bolstered with ingredients that soften, moisturize, brighten—you name it. Joining the modern mud bath, L’Oréal Paris has introduced three new masks that each contain three kinds of clay (kaolinite, montmorillonite and gassoul), plus bonus extras such as smoothing algae or detoxifying charcoal. “Different clays have different properties; they have different affinities with water and oil,” says Charlotte Feltin, general manager of research and innovation for L’Oréal Paris Laboratories. Her team adjusted the ratio of the clays for each mask, so one absorbs sebum while another traps water to help with hydration. Here are five new clay wonders worth a slather, whatever your skin desires.



The smoother
This soft, fluffy complexion-refining mask has red algae to help tighten pores and a grainy texture that provides the exfoliation factor. Massage gently in a circular motion while rinsing for extra-smooth skin.
L'ORÉAL PARIS PURE-CLAY EXFOLIATE & REFINE PORE MASK, \$20, DRUGSTORES

The hydrator
This pretty pink powder is designed for dry, sensitive or mature skin, with mineral-rich Moroccan lava clay and calming rosewood oil. You can mix it with yogourt, honey or water for a custom consistency. It’s the second gentlest in a line of six clay masks from ultra-natural brand Fig & Yarrow.
FIG & YARROW CLAY MASK ROSE, \$25, THETRUTHBEAUTY-COMPANY.COM

The detoxifier
Purifying charcoal is the third ingredient in this 90-per-cent-natural mask, right after water and clay. Also packed in there are exfoliating salicylic acid, green tea, olive leaf and ginger. A touch of peppermint makes it tingly and refreshing.
BEAUTYCOUNTER PURIFYING MASK CHARCOAL, \$55, BEAUTYCOUNTER.COM

The brightener
This creamy white mask is one of two clays in the Body Shop’s new line of face masks. This one combines radiance-stimulating ginseng and rice extracts from China and nourishing community-trade organic sesame seed oil from Nicaragua.
THE BODY SHOP CHINESE GINSENG & RICE CLARIFYING POLISHING MASK, \$28, THE BODY SHOP

The cleanser
Apply this citrus-scented, rusty-rose-coloured clay cleanser to dry skin with fingertips—it will turn into a creamy, cushiony-soft emulsion when you add water and rub it in. It also contains mineral-rich sea salt and papaya extract.
BAREMINERALS CLAY CHAMELEON TRANSFORMING PURIFYING CLEANSER, \$25, SEPHORA.CA

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LANCÔME VISIONNAIRE YEUX EYE ON CORRECTION
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SMASHBOX PHOTO FINISH FOUNDATION PRIMER
4. Target and correct.
BOURJOIS PARIS HEALTHY MIX CORRECTING CONCEALER
5. Set and define.
PÜR COSMETICS 4-IN-1 PRESSED MINERAL POWDER FOUNDATION
6. Pair with a feminine fragrance.
DOLCE&GABBANA LIGHT BLUE, EAU DE TOILETTE

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AUG. 13 – SEPT. 9

**DARE TO DISCOVER
THE HOTTEST TRENDS &
MUST-HAVE LOOKS**

Share your daring new look with
#beautydare for a chance to
win** a \$1000 Shoppers Drug Mart
beauty gift card

beautyBOUTIQUE™
by SHOPPERS DRUG MART

Shop luxury beauty 24/7 at beautyBOUTIQUE.ca

*Visit www.beboldwithbeauty.ca for full official rules and details on how to enter. Post a photo of yourself displaying your beauty dare with the contest hashtag #beautydare each week between August 14, 2016 at 12:00:01 a.m. EST and September 9, 2016 at 11:59:59 p.m. EST for your chance to win the weekly prize of \$1000 in Shoppers Drug Mart gift cards. There is one (1) weekly prize for each of the four (4) weeks. Odds of winning a weekly prize depend on the number of eligible entries received during the applicable week. Correct answer to the skill-testing question required to be declared a winner. Must be a Canadian resident, excluding residents of the province of Quebec, and age of majority or older in province or territory of residence to enter. Limit of one (1) entry per person per week.

**Offer valid on the purchase total of eligible cosmetics and fragrance products using a valid Shoppers Optimum Card® after discounts and redemptions and before taxes. Excludes bonus points, RBC® Shoppers Optimum® MasterCard® points and points associated with the RBC® Shoppers Optimum Banking Account. Not to be used in conjunction with any other Shoppers Optimum Points® promotions or offers. See Beauty Advisor for details.

