

THE KIT



POWER PLAYER

*Rising star Margot Robbie refuses
to be just “set decoration”*
page 6

FASHION
FALL FLORALS

*How to wear this season’s
prettiest prints*
page 4



FRAGRANCE
**ONE-OF-A-KIND
SCENTS**

page 7



COOL COLLAB
**CLEAN
LINES**

*A chic collection
inspired by a
Canadian
art star*
page 2



MOST WANTED
**WEATHER
TESTED**

Meet your new fave boot
page 2



STUART WEITZMAN BOOT,
\$785, STUARTWEITZMAN.CA



MOST WANTED

Rugged revival

Ahh, winter in the city: biting temperatures and slush-puddle jumping. One too many polar vortexes have taught us that anything less than actual mountain boots just won't cut it (RIP, last year's Gucci fur loafers). Luckily, we saw models traverse this season's runways in Canadian-climate-appropriate options: snow-white, top-stitched constructions at Rag & Bone; bold buckles and serious hardware at Prada; and a military-grade-meets-Gothic style at Valentino. It's the fashion set's not-so-subtle nudge, saying, "Put down the red wine and get outside." —*Jillian Vieira. Photography by Hamin Lee*



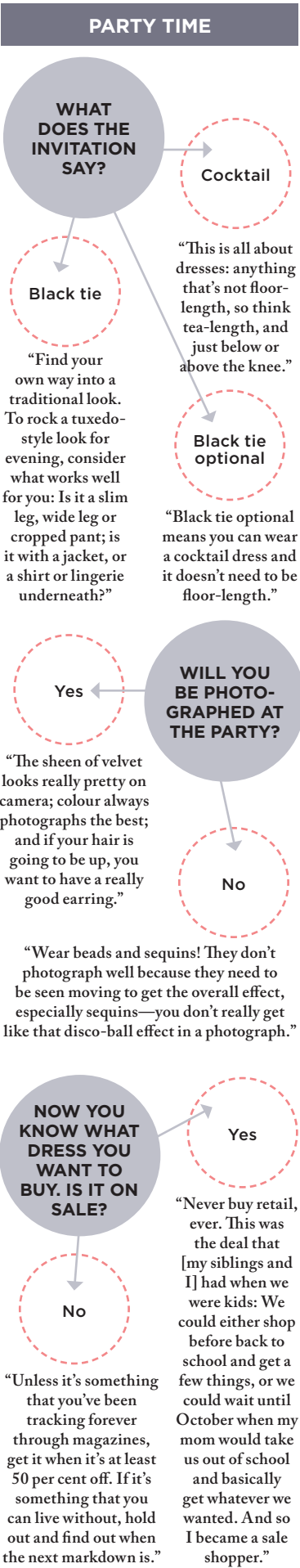
FASHION INSIDER

SHOP IT LIKE IT'S HOT

Stylist Brad Goreski reveals his best shopping advice

As an in-demand stylist to Jenna Dewan Tatum and Lea Michele and co-host of E!'s *Fashion Police*, Brad Goreski flies a lot—the perks of which include a fizzy Diet Coke 35,000 feet in the air. "I'm always so happy when the person next to me orders it, too. I'm like, 'Oh, we're friends,'" he quips. This fall, the effervescent Port Perry, Ont., native has kept busy, attending New York Fashion Week, prepping for awards season and partnering with Diet Coke on the release of millions of glass bottles emblazoned with unique graffiti-meets-Pucci-esque labels this September and October.

We asked Goreski for the scoop on how to shop and get ready like a stylist. —*Veronica Saroli*



COOL COLLAB

ARTISTIC LICENCE

Scandi-retailer Cos turns to a Canada-born art icon for inspiration

Swedish brand Cos, which just opened its third Canadian store, is known for two things: a minimalist aesthetic and drawing inspiration from art, music and architecture. The brand's creative director, Karin Gustafsson, chatted with us about her latest muse: Canada-born legendary contemporary artist Agnes Martin, whose paintings inspired a capsule collection that hits stores October 7—the same day an impressive retrospective of Martin's work will be unveiled at the Guggenheim Museum in New York.

Why did you decide to turn to Agnes Martin's work? "We have looked at her abstract work many times for inspiration. She had an exhibition a year ago at the Tate Modern and when we saw that exhibition we really fell in love with her work again. We really like the minimal tones, the soft rustic feel that she has. When we work with artists, we tend not to take things so literally—it's more about the atmosphere, the tone of things."

How do you approach a capsule collection? "This collection is very much about the fabric: the hand stitching, the way we stretched it and washed it. We wanted something that is quite artistic and cohesive in terms of how the men's and women's fit together."

How long did it take for this entire capsule to come together? "We started about two or three years ago—the artist foundation didn't want us to just take her work and put it in a clothing shop. We brought our research with fabric manipulation and hand stitches and different ways to create form without literally taking away from her work to our first meeting. Then the collection eventually came together." —*Jillian Vieira*



TREND ALERT

SAFETY PINS GO UPSCALE

In grade school, safety pin decoration—on acid-washed denim jackets, tartan kilts or otherwise—was a marker of creative rebellion. Now, jewellery designers like Montreal native Lauren Klassen are turning these everyday fasteners into precious wearables. "Realistic objects made from the wrong materials, like *Charlie and the Chocolate Factory*'s garden built completely out of chocolate, have always been very appealing to me," explains Klassen. And on the runways, the humble safety pin saw itself transformed into XXL earrings at Balenciaga and as punkish detail on military coats at Christopher Kane. It may be time to reawaken your high school bad girl.



BEAUTY INSIDER

SPEAKING THE TRUTH

Legendary model turned filmmaker Laetitia Casta refuses to lie to girls

BY KATHRYN HUDSON

Laetitia Casta has one of the most recognizable faces in France. In her home country, she's such a national icon that she was voted by her fellow citizens to serve as the model for a bust of Marianne, the symbol of the French Republic. But these days Casta—who is the face of Nina Ricci's family of fragrances—is much more interested in speaking out than in sitting for portraits. After pursuing acting (she played Brigitte Bardot in a 2010 Serge Gainsbourg biopic), Casta has directed her first short film, *En Moi*, a love story starring model Lara Stone, set in the grand Paris Opera. We sat down with the 38-year-old icon to talk about film, fashion and finding your voice.

What do you look for in a film? “It has to be something that really moves me from the inside—that’s going to change my life. To do cinema is kind of magical. So when I’m reading a story, I have to find something in it that answers my questions about life.”

You started as a model, then transitioned into acting and later filmmaking. It seems your career has arced toward letting your voice be heard. “When I started, I was 14, so having a voice at that age was quite complicated. You don’t even know what you’re doing. But I think I’ve always had to do something with women. I’ve always been very engaged with that and, even when it was just pictures, I always tried to leave behind something intense. And then by the time I got more sure of myself, I realized that everything I did had to be existential and profound and vital. Now, I will never do something I don’t want to do.”

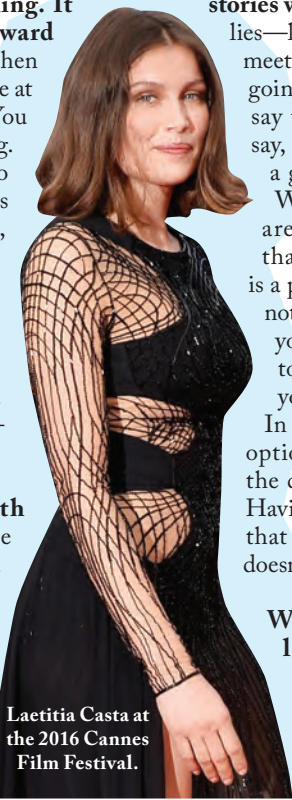
Why do you want to work with the house of Nina Ricci? “The designer, Guillaume Henry, is a cinephile. He tells stories. When you look at models in his shows, they don’t have the same face—they are all different. The house of Nina Ricci is small, so when Guillaume came to the house, he could really do what he wanted—he could

change things. Sometimes when you go to big houses—I don’t want to give names—it’s just business. What I love about Nina Ricci is that there is still something artistic about it. The house has a way of thinking about women that I think is really modern. It speaks to your desire, your freedom, the woman you want to be.”

Speaking of the woman you want to be, did becoming a mother shape your life? “I thought when I was really young, maybe 16, that being a woman was about having kids and getting married and being happy. And I understood later that it was a big lie: We are lying to little girls. We make them believe that they are fragile. We say, ‘Be careful. A girl can’t go there or do that.’ As women, we started life like that—it takes time for us to open up and realize that we have the same feelings and desires that men have. We are not *fragile*. We are *sensitive*.”

You have a son—and two daughters. Did that make you think differently about the stories we tell girls? “There are big lies—like saying, ‘You’re going to meet the man of your life and it’s going to last forever.’ We don’t say that to men and boys. We say, ‘One day maybe you’ll have a girlfriend.’ It’s more open. We do that because parents are scared for girls—scared that femininity can fly. This is a problem with the world. It’s not because you have kids that you’re happy. Happiness has to do with who you are. If you have kids, it’s an option. In life, you should always have options—but it doesn’t act as the definition of who you are. Having children was something that I wanted in my life, but it doesn’t do everything in my life.”

What do you want to say to little girls then? “Experiment with life and be yourself. I would say the same thing for a boy. Be who you want to be. That’s all.”



Laetitia Casta at the 2016 Cannes Film Festival.

ACCESSORIES

DIY: CREATE AN AMAZING JEWELLED COLLAR

Dolce & Gabbana's Alice-in-Wonderland-meets-garden-party fall show took surreal opulence to the next level—and the gorgeous ribboned collars stilled our beating hearts. Since the investment required is equally startling, we asked DIY expert **Mari Santos** to come up with a thrifty style for those willing to wield a hot-glue gun



You will need
A shirt with a collar, beads, a glue gun, scissors, fabric paint and ribbon. Also a ribbon slider, which you can get at a craft store for less than \$2—or steal one off an old belt.



Step 1
Cut the collar off the shirt, making sure that you don’t cut off the collar’s seam. This will prevent it from fraying.



Step 2
Paint the collar with fabric paint. Glue beads and faux gems onto the collar with a glue gun.



Step 3
Insert the ribbon into your ribbon slider to form a bow. Glue the bow onto only one side of the collar—or you won’t be able to get your collar on.



Ta-da!
That’s it! Enjoy your handiwork and prepare for major compliments.

Watch the collar come to life at thekit.ca/DIY



The jewel-encrusted, tied-with-a-bow collars on the Dolce & Gabbana fall runway.

BOOBYBALL PRESENTS

Paradise City

WELCOME TO THE JUNGLE

ONE HAUTE EVENING IN PARADISE TO SUPPORT RETHINK BREAST CANCER

442
10.14.16

449
10.22.16

44C
10.27.16

40W
10.28.16

PLUS: Host your own #MyBoobyball party at home for a chance to WIN a trip to Boobyball + \$1000 shopping spree from Topshop

REXNIHL

breast cancer

INFO & TICKETS AT
BOOBYBALL.COM

BOOBYBALL.COM

#BOOBYBALL



A blossom-stitched housecoat offers a masculine take on a greenhouse print.

SUNO COAT, \$1,545, SUNONY.COM. **TANYA TAYLOR** PANTS, \$345, TANYATAYLOR.COM

FASHION

How to wear fall florals

Celebrate the start of autumn—truly the best fashion season—by fearlessly mixing perennial prints

PHOTOGRAPHY BY ANDREW SOULE
EMBROIDERY BY AMANDA MCCAVOUR
CREATIVE DIRECTION BY JESSICA HOTSON
FASHION DIRECTION BY JILLIAN VIEIRA



Garden florals go city with painted denim.

MARY YOUNG BRA, \$82, MARYYOUNG.CA. **LIBERTINE** SWEATER, \$970, ILOVELIBERTINE.COM. **BLUMARINE** PANTS, PRICE UPON REQUEST, BLUMARINE.COM



Field florals cast in molten metal produce the perfect evening dress.

KAELIN DRESS, \$2,275, KAELENNYC.COM. **ALYNNELAVIGNE** EARRING, \$175/PAIR, ALYNNELAVIGNE.COM

Below: Big, bright blooms embolden delicate tiers.

KAREN WALKER DRESS, \$755, KARENWALKER.COM. **JENNIFER TOROSIAN** TOP (WORN UNDERNEATH), \$295, JENNIFERTOROSIAN.COM

BEAUTY DIRECTION: RANI SHEEN
HAIR AND MAKEUP: ROBERT WEIR
FOR JUDY INC./CHARLOTTE TILBURY. MODEL: ALISA IRVING
FOR ELMER OLSEN MODELS.
EMBROIDERY PHOTOGRAPHY: GEOFFREY ROSS.

ARTIST NOTE

For this shoot, Canadian embroidery artist Amanda McCavour took cues from the designer garments and spent more than 50 hours creating veil-like blooms that play with contrasting scale and colour. While studying fine art at Toronto's York University, McCavour realized there was a major roadblock to exploring the sculptural, three-dimensional quality of thread: "You can't stitch into air." Her ingenious solution? Embroidering on a water-soluble fabric that melts away, leaving behind large-scale feather-light installations that have graced Toronto's Textile Museum and exhibits in locales as far as South Korea.



Double up on your moody blooms.

H&M STUDIO BRA, \$30, TOP, \$40, SELECT H&M LOCATIONS

BEAUTY NOTE
This fall, eyeliner reaches outside the box, all the way up to brows. Choose a blossomy pink for an artistic flourish.

MARC JACOBS BEAUTY
HIGHLIGHTER GEL EYE CRAYON EYELINER IN QBAY-GE, \$31, SEPHORA.CA



Victorian silhouettes reach peak romance with gilded floral details.

SIMONE ROCHA DRESS, \$2,420, DRESS (WORN UNDERNEATH), \$3,040, THE ROOM AT HUDSON'S BAY



SHOP THE TREND



CLUB MONACO TOP, \$229, CLUBMONACO.COM. **MANOLO BLAHNIK** SHOES, \$1,195, BERGDORFGOODMAN.COM. **IMNYC ISAAC MIZRAHI** PANTS, \$99, THEBAY.COM. **ANN TAYLOR** JACKET, \$179, ANNTAYLOR.COM. **OLIVIA BURTON** WATCH, \$199, HOLTRENFREW.COM. **TED BAKER LONDON** SKIRT, \$435, TEDBAKER.COM

Garden florals go city with painted denim.

MARY YOUNG BRA, \$82, MARYOUNG.CA.
LIBERTINE SWEATER, \$970, ILOVELIBERTINE.COM.
BLUMARINE PANTS, PRICE UPON REQUEST, BLUMARINE.COM



Field florals cast in molten metal produce the perfect evening dress.

KAELEN DRESS, \$2,275, KAELENNYC.COM. **ALYNNE LAVIGNE** EARRING, \$175/PAIR, ALYNNELAVIGNE.COM

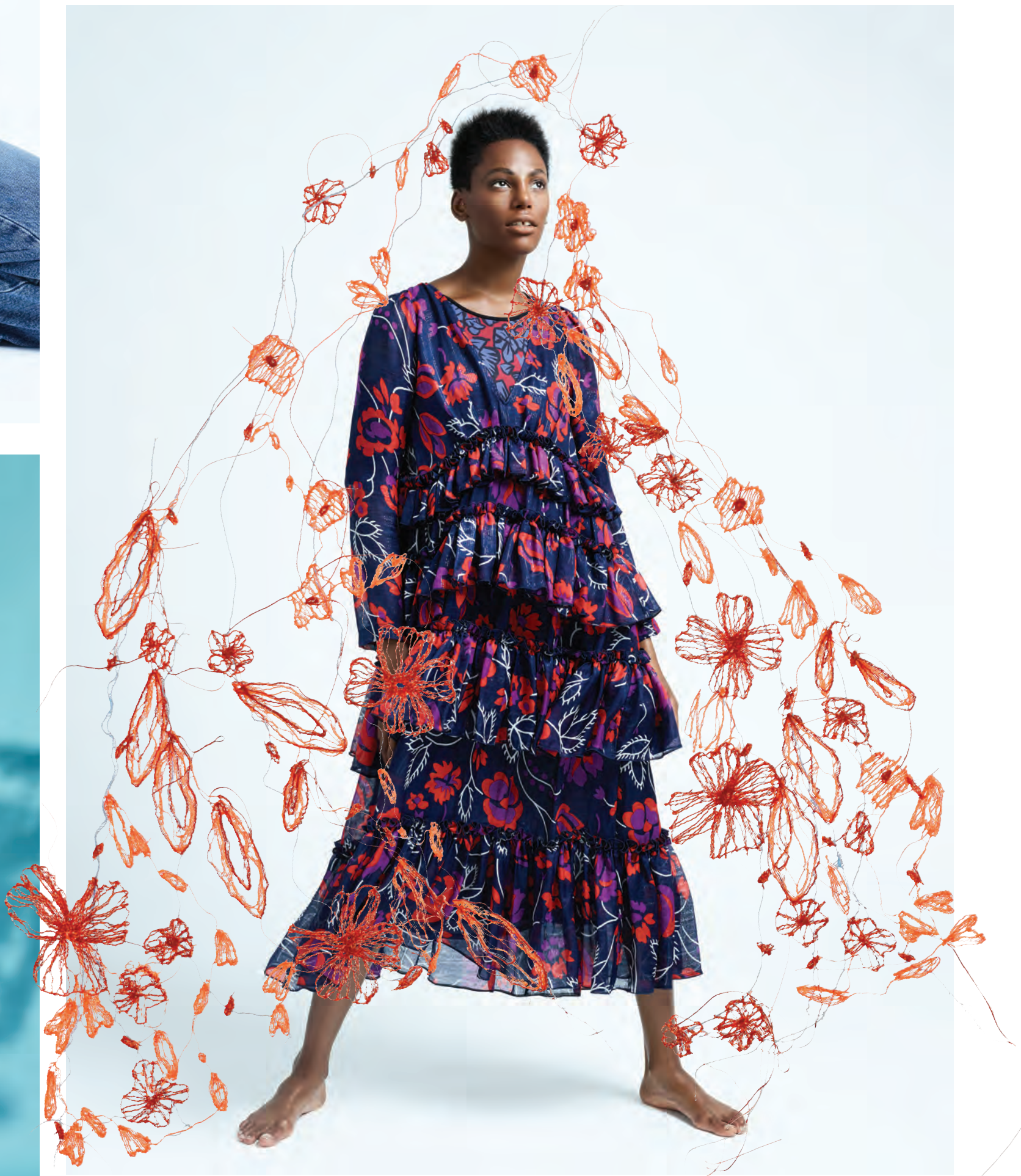
Below: Big, bright blooms embolden delicate tiers.

KAREN WALKER DRESS, \$755, KARENWALKER.COM.
JENNIFER TOROSIAN TOP (WORN UNDERNEATH), \$295, JENNIFERTOROSIAN.COM

BEAUTY DIRECTION: RANI SHEEN.
HAIR AND MAKEUP: ROBERT WEIR FOR JUDY INC./CHARLOTTE TILBURY. MODEL: ALIISA IRVING FOR ELMER OLSEN MODELS. EMBROIDERY PHOTOGRAPHY: GEOFFREY ROSS.

ARTIST NOTE

For this shoot, Canadian embroidery artist Amanda McCavour took cues from the designer garments and spent more than 50 hours creating veil-like blooms that play with contrasting scale and colour. While studying fine art at Toronto's York University, McCavour realized there was a major roadblock to exploring the sculptural, three-dimensional quality of thread: "You can't stitch into air." Her ingenious solution? Embroidering on a water-soluble fabric that melts away, leaving behind large-scale feather-light installations that have graced Toronto's Textile Museum and exhibits in locales as far as South Korea.



SHOP THE TREND



CLUB MONACO TOP, \$229, CLUBMONACO.COM. **MANOLO BLAHNIK** SHOES, \$1,195, BERGDORFGOODMAN.COM. **IMNYC ISAAC MIZRAHI** PANTS, \$99, THEBAY.COM.
ANN TAYLOR JACKET, \$179, ANNTAYLOR.COM. **OLIVIA BURTON** WATCH, \$199, HOLTRENFREW.COM. **TED BAKER LONDON** SKIRT, \$435, TEDBAKER.COM

Q & A

The everywhere woman

Actor Margot Robbie proves she's a force to be reckoned with

BY JILLIAN VIEIRA

Yes, Margot Robbie is a bona fide movie star: She's commanded the silver screen with unforgettable roles in *The Wolf of Wall Street* and *Suicide Squad*, slays the red carpet in Gucci and Alexander McQueen on the regular and is now the face of Deep Euphoria, Calvin Klein's new provocative, rose-laden scent. But cozied up on a couch in London's Rosewood Hotel, nursing a coffee with black stilettos kicked off, she's as laid-back as her mere 26 years would imply. It becomes quite apparent that Robbie is, as they say, just like us: When flying, she immediately switches to sweats ("I'll get changed without even going to the bathroom. Chuck a blanket overtop—no time wasted!"), is the first to admit that her success was the result of major planning and strategic moves ("It's all that behind-the-scenes stuff people don't want to see") and even raves about her long-term stay in Toronto last year ("Dude, I can't even tell you. It's one of my favourite places I've ever lived.")

We sat down with the Australian stunner to discuss beauty's various expressions, the power of scent and how she's become Hollywood's most sought-after actress in three short years.

How do you define beauty? "It's that intangible thing. You might meet someone who wouldn't stop you in your tracks, but as you talk to them, you become more enamoured. I think it comes down to having a vivacious spirit and a strong sense of self. I love people who laugh easily, like my friends who piss themselves laughing and don't mind having an ugly face when they do it. And I love women who are good to other women. There's nothing uglier to me than a woman who puts down another."

What's your first memory of fragrance? "I just remember hugging an auntie or my mom, and it was evident that they were wearing perfume. I was so excited that when I grew up, I was going to wear perfume, too. Back in high school, one of us would get a good perfume and at every house party, we'd share it and all smell like it. If I smell that perfume now, I'm taken back. It reminds me of fun times."

What's your favourite smell in the world? "The smell after rain. It's obviously always present here in England because it rains a lot, but at home in

Australia, the thunderstorms are epic."

How would you describe Calvin Klein Deep Euphoria? "At first you smell the rose notes, which makes me feel quite feminine. It has that sensual side to it, but the muskiness makes it not overbearing. I don't like being conscious of having perfume on, but I do like wearing it all the time. For me, it has a nice balance—classic and sophisticated, but not too mature. As a 26-year-old, I genuinely wear it. [When I signed on to be the face], I kept thinking 'I hope I like the perfume,' but when I received the sample of it, I kept wearing it and was like, 'Shoot! I'm running out.'" [Laughs]

What acting roles are you attracted to right now? "I want to play strong women, but strong women aren't perfect. I think sometimes people think, 'We've got this strong female role, she owns a business and has a perfect family,' and to me, that's not strong—that's not even real. A strong woman is going to have flaws and that's what makes her interesting. The roles I play have to have a strong point of view. If they don't, you're just floating around a scene as decoration. But if your opinion alters the course of another character's journey, then you're integral to the script."

How do you stay challenged in your work? "By taking the roles that scare me a little bit. If there's ever a role where I'm like, 'I know how to do that,' then I'm not really interested. There are other roles where I read it and I'm like, 'There's another actress out there who will do it better than me.' Then there's the in-between, where I know what I want to do with a character, but don't know if I can pull it off. Those are the roles that I take. It's a bit of uncharted territory, but when you navigate it, you're a better actor for having accomplished it."

CALVIN KLEIN DEEP EUPHORIA, \$92 (50 ML), SHOPPERS DRUG MART



Margot Robbie aces every red carpet appearance.



ONE-MINUTE MIRACLE

Dear Belif The True Cream—Aqua Bomb: When we met in Seoul, I thought it was just going to be a holiday fling. I bought one pot of your gel-cream moisturizer, which gave my skin the radiant, translucent glow all the South Korean cool girls had, and I thought that would be it. But now your smoothing blend of raspberry leaf, lady's mantle and oat husk extracts has followed me home. I'm ready to move past our summer romance and see where your long-lasting hydration takes us. *Let's never be apart again, Rani Sheen*

BELIF THE TRUE CREAM—AQUA BOMB, \$47, THE FACE SHOP STORES, BELIFCANADA.COM

PHOTOGRAPHY: GETTY IMAGES (ROBBIE)

Discover fall fashion



ENJOY 20% OFF*
plus free shipping on
your first purchase at
THE SHOPPING CHANNEL™.

Promo Code:
TORSTARNEW
Valid for the first 5,000 promo code
redeemers. Offer ends October 16, 2016.
Some conditions apply.*



Shop **tsc.ca**

*This offer is valid from October 6 2016 12:01am until October 16 2016 11:59pm ET for the first 5,000 promo-code redeemers only. Offer is available for new customers only and is non-transferable. Only one promo code per account holder, name, and shipping address. Promo code is valid for one time use only and cannot be combined with any other offer or discount (including Rogers employee discounts). Promo code may be redeemed on purchase price before S&H charges and taxes. Promo code cannot be redeemed on Pink Tartan or Ron White merchandise, Coins & Banknotes, Electronics, Electronic Accessories, Gift Cards, Auto Delivery items, our Today's Showstopper offer, Encore Today's Showstopper offer, or redeemed for cash or used towards payment of the TSC Credit Card. All "Last Chance Price Final Sale" item sales are final, no returns or exchanges. To redeem your Promo Code when making a purchase online at tsc.ca, enter it into the PROMOTIONAL CODE area upon checkout. If shopping by phone call 1-888-2020-888 and quote the Promo Code to the Customer Care Representative. ©2016 Rogers Media.

FRAGRANCE

Lone rangers

Byzantine churches, dried flowers and—wait for it—bats. The world of indie perfume will have you smelling like a true original

BY MEGHAN KING

Every year, the mainstream perfume industry releases hundreds of designer, celebrity and niche-yet-commercial scents to much fanfare—many are worth sniffing, and many are more of the same. But if you're looking for something truly unexpected, something you probably won't smell on anyone else, the maverick world of independent perfumery awaits. "From true indie perfumers, consumers will get a product undiluted by market research," says Barbara Herman, creator of Eris Parfums, named for the goddess of "trouble-making and disruption." "It will largely be the product of the perfumer and/or creative director's vision." By operating independently, perfumery becomes an experimental art form, utilizing weird and wonderful notes and inspirations. "It's like comparing mainstream beer to the small-batch craft beer movement," says John Pegg, founder of Kerosene Fragrances. "The tastes are more varied and exciting." You'll often pay more for indie perfume, but the owners are typically the ones replying to the company email, so customer service is stellar, and your money is supporting their artistry. Fall's fresh start is the perfect time to experiment—read on for our picks.

By operating independently, perfumery becomes an experimental art form.



ERIS PARFUMS

In 2014, the perfume universe pleaded and Barbara Herman, connoisseur of vintage fragrances, delivered. Herman, the Brooklyn-based author of the blog Yesterday's Perfume, laments that our taste for animalic accords—once so common in fragrance formulas—has given way to the clean, office-friendly scents of recent decades. She worked with French perfumer Antoine Lie to create a modern update on her beloved muskiness with three vintage-inspired scents. Try Night Flower, with its warm and sultry leather notes set against spicy pepper and dried flowers.

ERIS PARFUMS NIGHT FLOWER EAU DE PARFUM, \$197 (50 ML), ERISPARFUMS.COM

1000 FLOWERS PARFUMS

The heavy hitters of fragrance have gone to play in Grasse, France, since the 18th century. In 2007, Jessica Buchanan of 1000 Flowers migrated from B.C. to Grasse to study at the acclaimed and exclusive Grasse Institute of Perfumery—the Harvard for noses. Buchanan's scents are inspired by the natural, raw materials of the region, and she works with them in high concentrations. Her scents are the equivalent of a richly pigmented painting made by an artist studying under the great masters. Buchanan recommends Pink Pepper Wood from her new Mediterranean collection—a unisex fusion of bold pink pepper and citrus top notes cut with woody accords.

1000 FLOWERS PINK PEPPER WOOD, \$75 (50 ML), 1000FLOWERS.CA

ZOOLOGIST PERFUMES

Victor Wong of Toronto-based Zoologist Perfumes is so inspired by the animal kingdom that his entire perfume collection celebrates it. In 2013, Wong was just a lover of scent with a day job. He took to the internet to seek out a perfumer who could help him actualize his dream to start his own fragrance brand. He found two via a fragrance forum and started out on his journey. Each Zoologist scent is named for an animal, its formulation designed to conjure the essence and idiosyncrasies of each species. For fall, the natural choice is Bat, an earthy, mineral fragrance layered with dark plum, leather and musk.

ZOOLOGIST BAT EAU DE PARFUM, \$164 (60 ML), ZOOLOGISTPERFUMES.COM

KEROSENE FRAGRANCES

John Pegg of Kerosene Fragrances might be the only perfume creator to name a trip to Disney World as their career-motivating spark—specifically the Italy section of Epcot Center—but it's a fitting origin story because Kerosene's olfactory aesthetic is very much a marriage of gritty and pretty. R'oud Elements is perfect for fall—a healthy dose of oud with smokey, herbaceous notes that recall ancient incense and solemn Byzantine churches.

KEROSENE R'LOUD ELEMENTS, \$183 (100 ML), HOUSEOFKEROSENE.COM

THE KIT

Editor-in-Chief
Laura deCarufel
@Laura_deCarufel
@LauradeCarufel

Creative Director
Jessica Hotson
@jesshotson

Executive Editor
Kathryn Hudson
@hudsonkat

Beauty Editor
Rani Sheen
@ranisheen

Fashion Editor
Jillian Vieira
@JillianVieira

Managing Editor
Eden Boileau
@lilyedenface

Associate Beauty Editor
Natasha Bruno
@Natashajbruno

Assistant Digital Editor
Carly Ostroff
@carlyostroff

Assistant Editor
Veronica Saroli
@vsaroli

Assistant Art Directors
Sonya van Heyningen
@svanh7

Kristy Wright
@creativewithak

Designer
Amber Hickson
@amblynncreative

Publisher, The Kit
Giorgina Bigioni

Associate Publisher
Tami Coughlan

Project Director, Digital Media
Kelly Matthews

Direct advertising inquiries to:
Marketing Manager
Evie Begy
eb@thekit.ca

The Kit is Canada's 360° beauty and style leader (c) 2016, The Kit, a division of Toronto Star Newspapers Limited.



Acting Publisher, Toronto Star, and Acting President, Star Media Group
David Holland

Editor-in-Chief, Toronto Star
Michael Cooke

HYALURONIC ACID 2% + B5 \$6.80

#DECIEM



THE ORDINARY. HYALURONIC ACID 2% + B5

A Hydration Support Formula with Ultra-Pure, Vegan Hyaluronic Acid
Hyaluronic Acid (HA) can attract up to 1,000 times its weight in water. The molecular size of HA determines its depth of delivery in the skin. This formulation combines low-, medium- and high-molecular weight HA, as well as a next-generation HA crosspolymer at a combined concentration of 2% for multi-depth hydration in an oil-free formula. This system is supported with the addition of Vitamin B5 which also enhances surface hydration.

The Ordinary is an evolving collection of treatments offering familiar, effective clinical technologies positioned to raise communication and pricing integrity in skincare. The brand was created to celebrate integrity in its most humble and true form. Its offering is pioneering, not in the familiar technologies it uses, but in its honesty and integrity. The Ordinary is born to disallow commodity to be disguised as ingenuity. The Ordinary is "Clinical formulations with integrity".

THE ABNORMAL BEAUTY COMPANY STORES:

QUEEN WEST
881 Queen St. W

CABBAGETOWN
242 Carlton St.

KENSINGTON MARKET
285 A Augusta Ave.

ALSO AVAILABLE:


NIACINAMIDE 10% + ZINC 1%
\$5.90


ADVANCED RETINOID 2%
\$9.80


ALPHA ARBUTIN 2% + HA
\$8.90



STARTING OCTOBER 8

FALL BEAUTY BONUS

\$213 VALUE!

Receive a statement tote for fall, filled with 22 luxury beauty samples, as your gift when you spend \$125 or more on cosmetics, skin care, or fragrances at the beautyBOUTIQUE.

Available in-store and online at beautyBOUTIQUE.ca

beautyBOUTIQUE™
by SHOPPERS DRUG MART 

SHOP LUXURY BEAUTY ONLINE AT beautyBOUTIQUE.ca

*While quantities last. Offer valid on the purchase total of eligible products after discounts and redemptions and before taxes. Components may differ, gift value of \$213. Value based on Shoppers Drug Mart sample price per ml/g. Offer valid Saturday, October 8 to Friday, October 21. One per customer, per transaction, no rainchecks. See Beauty Expert for details.