

THE KIT



LET'S DO THIS

We're coming for you, 2017.
 Kick-start the year with the ultimate
 guide to fitness fashion, plus gym
 beauty must-haves and the four
 workouts Hollywood is obsessed with
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PHOTO: GETTY IMAGES

FASHION
EASY DOES IT
 The designer you
 need to know
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TEST DRIVE
SPEC APPEAL
 Four editors go in search
 of the perfect frames
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THE KIT LOVES
MASTER WINTER STYLE
 Hint: The colours
 may be neutral, but
 the overall impact is
 anything but
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KICK START THE NEW YEAR WITH A FRESH APPROACH TO SKINCARE. YOUR RESOLUTION? SEEK A LUMINOUS, GORGEOUS GLOW.



ULTRA BOOST

Upgrade your skincare routine with this lightweight, moisturizing mist that is free of oil and full of luxe hydration. **Tata Harper** Hydrating Floral Essence, \$121 (125mL)



PLUMP IT

Encapsulated retinol is the star ingredient in this concentrated eye treatment which both targets wrinkles and offers illuminating and balancing benefits. **EVE LOM** Time Retreat Eye Treatment, \$100 (15mL)



INNER BEAUTY

This hybrid oil serum boosts hydration, visibly plumps skin and enhances radiance. Bottom line? Consider it a triple threat. **Darphin** Lumière Essentielle Serum Illuminating Oil Serum, \$105 (1oz/30mL)

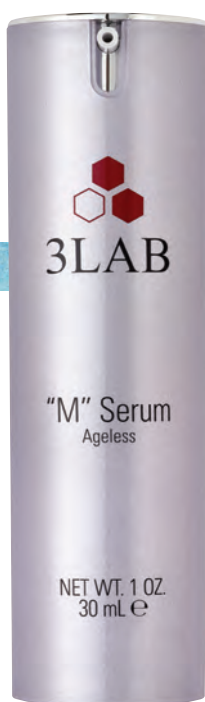


HIT REFRESH

Meet the new year with bright eyes, courtesy of this innovative eye massager which smooths away fine lines and signs of fatigue. **Foreo** IRIS Eye Massager Petal Pink, \$159

SKIN SCIENCE

High tech meets high bliss in this silky serum which hydrates, firms and lifts for a youthful, energized complexion. **3LAB** M Serum, \$285 (30mL)



HOLISTIC HEALTH

These treatments target specific complexion concerns, from irritation to dehydration. Call it the next wave of customized skincare. **Bobbi Brown** Skin Fortifier No. 86 and Skin Moisture Solution No.93, \$55 each (14mL each)

WORK IT

Max the benefits of your anti-aging creams with this transdermal delivery system which allows nutrients to penetrate more deeply, leading to healthy, radiant skin. **Kat Burki** Micro Firming Wand, \$105



FRESH FACE

Kick off the year with your best skin ever. This top-tier serum delivers major results with a blend of hyaluronic acid, vitamins A, C and E, and the brand's signature CNYouth Molecule MD. **Dr Roebuck's** Reverse Aging Serum, \$79.95 (30mL)



EXCLUSIVE

DEEP CLEAN

This gentle yet effective cleanser sloughs away dead skin cells and deep cleans pores. Bonus: It also provides intensive antioxidants that nourish and protect skin. **MyChelle Dermaceuticals** Fruit Enzyme Cleanser, \$20 (124mL)



BRIGHT STAR

This next-level serum is crafted from a cocktail of age-fighting collagen, antioxidants and a breakthrough molecule which strengthens the skin's moisture barrier. **StriVectin** Active Infusion Youth Serum, \$99 (50mL)

NOURISH NOW

Come for the anti-aging perks, stay for the lightweight yet luxe texture. This vitamin C-infused moisturizer heals, nourishes and brightens skin. **Kat Burki** Vitamin C Intensive Face Cream, \$109 (50mL)



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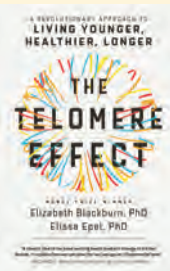
VANCOUVER OAKRIDGE MALL

Murale
by SHOPPERS DRUG MART

Brie Larson plays Jeannette Walls in the film adaptation of the smash bestseller *The Glass Castle*. Woody Harrelson and Naomi Watts play her poverty-stricken parents.



Telomeres are the parts of human cells that impact how we age. Co-authored by Nobel Prize winner Elizabeth Blackburn, *The Telomere Effect* delves into what we can do to prevent telomeres from shrinking.



Set in the state's rugged terrain, Emily Ruskovich's *Idaho* is a haunting novel about a husband and wife trying to string memories together as his memory starts to fade.



We've been waiting for a new Lorde album since 2013's *Pure Heroine*. On the eve of her recent 20th birthday, she wrote on Facebook: "My heart broke...I made new friends and started to realize that no one is just good or bad, that everyone is both... And then I wrote a record about it, all of it."



In *Tulip Fever* (February 24), Sophia, played by Alicia Vikander, has an affair with the man her wealthy husband hires to paint her portrait. The lovers look to the inauspicious 17th century tulip mania for their escape.



In 1971, Yves Saint Laurent presented short dresses, platforms and boxy silhouettes inspired by the war years, which were dubbed "Paris's ugliest collection." Read about the drama in *Yves Saint Laurent: The Scandal Collection 1971* by Olivier Saillard and Dominique Veillon (March 7).

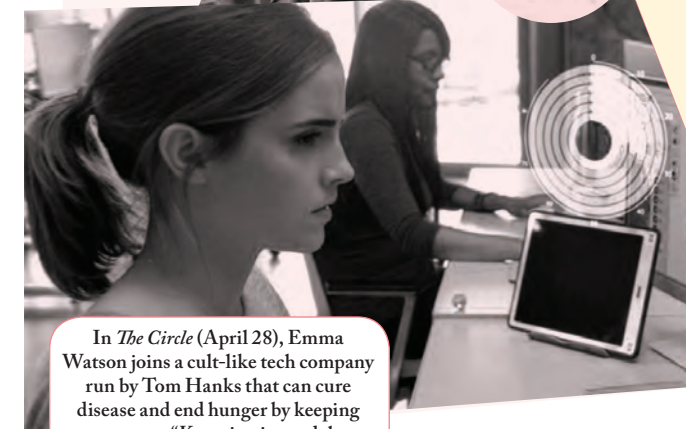


Katy Perry and Selena Gomez have dropped hints on Instagram about new music—and Justin Tranter shared a pic of Gomez, to which Nick Jonas commented the "hands-in-the-air" emoji. The singles are coming.



Last summer, Arcade Fire band member Will Butler debuted an untitled track in Paris and said a new album would be out in early 2017. Stay tuned.

In *The Circle* (April 28), Emma Watson joins a cult-like tech company run by Tom Hanks that can cure disease and end hunger by keeping no secrets. "Knowing is good, but knowing everything is better," Hanks says in the sci-fi film's trailer.



SPOTLIGHT

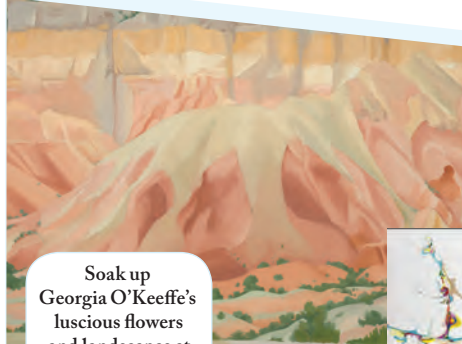
Culture club

Sure, 2016 was a tough year, but things are looking up for 2017. On our highlight reel: new tracks from Lorde, an A-list small-screen showdown and one Nobel Prize winner's secret to looking young

BY VERONICA SAROLI

PAINTING: SARANDON; LANGE; THE MONTREAL MUSEUM OF FINE ARTS; CHRISTINE GUEST; PHOTOGRAPHY; INSTAGRAM.COM @MGC_MBAC (JANVIER); GETTY IMAGES (MUSICIANS; SARANDON; LANGE); CARLYLE ROUTH (SHEEN); MICHELLE ROSEN FOR PLUTINO GROUP/BITE BEAUTY (HUDSON; BOILEAU)

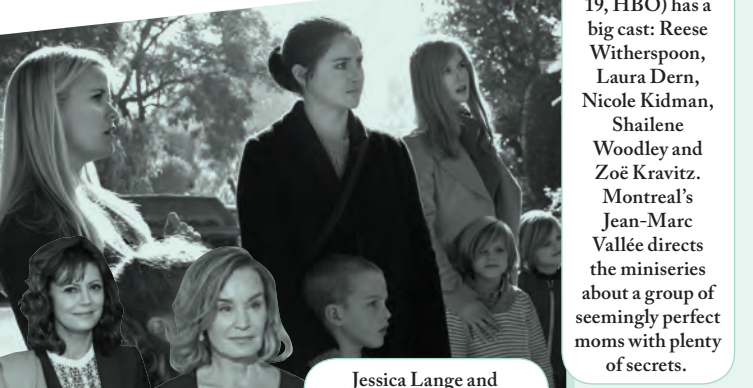
More than 150 of Alex Janvier's works, ranging from his early years at residential school to more current pieces, are featured in a National Gallery of Canada retrospective of the contemporary indigenous artist (until April 17).



Soak up Georgia O'Keeffe's luscious flowers and landscapes at the Art Gallery of Ontario (April 22 to July 30) as well as portraits of O'Keeffe by her first husband, photographer Alfred Stieglitz, at the Tate-organized show's only North American stop.



Take in a spectacular exhibit at the Glenbow Museum (until January 29) on the Beaver Hall Group—Montreal's Group of Seven—which boasted a nearly equal number of male and female painters, like Mabel May and Prudence Heward (right).



Big Little Lies (February 19, HBO) has a big cast: Reese Witherspoon, Laura Dern, Nicole Kidman, Shailene Woodley and Zoë Kravitz. Montreal's Jean-Marc Vallée directs the miniseries about a group of seemingly perfect moms with plenty of secrets.

Jessica Lange and Susan Sarandon play the great rivals Joan Crawford and Bette Davis in the Ryan-Murphy-created *Feud* (fall 2017, FX).

Binge watch *Lemony Snicket's A Series of Unfortunate Events* (January 13, Netflix) starring an unrecognizable Neil Patrick Harris as Count Olaf, who tries to steal the Baudelaire children's fortune when they are placed in his care after their parents' death.



FASHION NAME TO KNOW

Designer Adam Lippes makes clothes women want to wear

Adam Lippes may not be a household name, but the American sportswear designer is a modern master of everyday luxury. Lippes got his start catering to the Upper East Side crowd as the late Oscar de la Renta's right-hand man. Then in a 180-degree turn, he launched a successful cotton basics line in 2004 ("I couldn't leave Oscar and start a designer collection—he would have murdered me," he says with a laugh). Lippes's namesake venture followed, which established his simple approach to women's dressing—think unapologetic colour, exquisite materials and breezy silhouettes. He has since amassed a legion of famous fans (his separates have been spotted on Kerry Washington, Chrissy Teigen, and Gigi Hadid) confirming the appeal of his polished and downright cool aesthetic. "Huge, embroidered dresses are much fun to make, but it's not what we do," says Lippes. "We design clothes with a lot more ease." Here, the designer breaks down a few standout looks from his Resort 2017 collection. —Jillian Vieira



"I try to play with movement in the clothes. There are a lot of gathers and pleats in what we do."

"What's interesting about this anorak is that it's constructed in cotton shirting."



ADAM LIPPES TOP, \$1,045, NORDSTROM; PANTS, \$2,925, NORDSTROM

"These are lambskin leather pants. I like to have a filter on how I design: If you can't wear it with flats, we don't make it."

"Colour is super important to what we do. I love colour! It's probably left over from Oscar. But I also love grey, white and navy, so our colour palette tends to be neutral then—boom—colour!"



ADAM LIPPES TOP, \$1,045, NORDSTROM

"This is a blood-red Sophie Hallette lace from France. What you don't see is that it has an incredible double pleat in the back, so when she moves, it moves with her. We're really trying to do lace in a fun, sportswear way."



COMMIT TO SOMETHING

What's a resolution you can actually keep? The Kit editors share their goals for the new year



KATHRYN HUDSON, executive editor

"I'd like to keep a plant alive in 2017. My past is littered with sins committed against succulents, which eventually met parched, pot-bound demises. I know this sounds like a small goal, but I'm hoping it touches on some larger wishes: I want my little son to watch something beautiful grow; I want to remind myself of the virtues of patience; I want to feel a connection to the natural world—even in my downtown condo—and I want our air to be a little cleaner. So I'm starting with a small pot of springy counter-top herbs, but who knows what might blossom next?"



GROUP PARTNER POT, \$80, EASYTIGERGOODS.COM



RANI SHEEN, beauty director

"I'm really very glad that there isn't some kind of app to tell me how many hours (days?) I spent staring at my phone screen in 2016. My guess is that I could have mastered the ukulele, say, or written the first draft of a biopic screenplay in the time I spent trawling Instagram, trying out Snapchat filters or adding never-to-be-purchased shoes to my Shopbot cart. This year, I'm pledging to spend at least half of those hours reading more actual books—fiction, recipe books, glossy fashion books and biographies that won't disappear from my bookshelf as soon as I turn off my screen."



MOONGLOW BY MICHAEL CHABON, \$34, THE PRINCESS DIARIST BY CARRIE FISHER, \$26, THE KIDS WERE ALRIGHT BY RYAN MCGINLEY, \$77 (AVAILABLE FEB 7), BOOKSTORES



EDEN BOILEAU, managing editor

"The holidays are my favourite time of year...and I can't wait until they're over. Every December, as the chocolate invades the office, the parties keep going and the wine keeps flowing, I secretly long for the self-imposed moderation that January brings. Wine is, make no mistake, my favourite thing in the world, but it feels liberating to abstain for an entire month—so I'm splurging on bottles of a different sort for Dryuary."



VILLAGE JUICERY GINGER FIREBALL HOT ELIXIR, \$20 (1L), VILLAGE JUICERY, TORONTO

THE KIT

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FITNESS

Work it out

Sticking to those healthy resolutions requires an invigorating new routine—and a confidence-boosting get-up. Get inspired by the celeb set with our cross-Canada workout directory. Your A-list-worthy sweat sessions start here

BY JILLIAN VIEIRA

BALLET BARRE

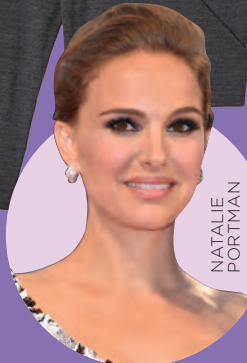
We can't guarantee you'll leave with the coveted grace of a dancer, but you will score an all-over-toning workout. Balance your sporty gear with ultra-feminine hues and then plié your way to good technique (and even better glutes).

TRY IT IN YOUR CITY

Vancouver: Pure Barre, 1907 W. 4th Ave., purebarre.com

Edmonton: Xtend Barre, 7927 104th St. N.W., xtendbarre.com

Toronto: Barre3, 201-325 King St. W., barre3.com



KITSCH HAIR TIES, \$12, SIMONS. LULULEMON LEGGINGS, \$128, SHOP.LULULEMON.COM. S'WELL WATER BOTTLE, \$58, INDIGO.CA. OUTDOOR VOICES TOP, \$120, OUTDOORVOICES.COM. AERIE SPORTS BRA, \$67, AERIE.COM



OBSTACLE COURSE

If the warped wall or salmon ladder sound like funhouse features, may we suggest a binge viewing of *American Ninja Warrior*? If you're game to tackle those challenges, suit up in wild, streetwear-inspired pieces and take on the functional-fitness stunts in style.

TRY IT IN YOUR CITY

Calgary: Cor.Fit, 6481 30th St. S.E., cor.fit

Toronto: Pursuit OCR, 444 Dufferin St., pursuitocr.com

Ottawa: OCR Academy, 106B-1140 Morrison Dr., obstaclertraining.ca



SAUCONY SHOES, \$200, SAUCONY.CA. ADIDAS TOP, \$50, ADIDAS.CA. VICTORIA'S SECRET SPORTS BRA, \$46, VICTORIASECRET.COM. FITBIT CHARGE 2, \$230, FITBIT.COM. LOLÉ LEGGINGS, \$110, LOLE

BOXING

It's the workout of choice for pretty much every supermodel on the planet, so consider your motivation accounted for. After a morning of cross-jabs and duck unders, take your athleisure-esque uniform to a well-deserved brunch.

TRY IT IN YOUR CITY

Vancouver: Urban Fitness, 1348 Granville St., urbanhealthclub.com

Toronto: Big Hit, 66 Sudbury St., bighitstudios.ca

Montreal: Underdog Boxing Gym, 9 Rue Sainte-Catherine E., underdoggym.com



HERSCHEL SUPPLY BAG, \$65, HERSCHEL.SUPPLY.COM. UNDER ARMOUR PANTS, \$64, UA.CA. NIKE SHOES, \$160, SIMONS.CA. EVERLAST GLOVES, \$30, WALMART.CA. TORY SPORT SWEATER, \$180, TORYSPORT.COM



INDOOR RUNNING

Biting winds and shoulder-high snowbanks shouldn't keep you from chasing that indescribable runner's high. Head to an indoor track and clock your kms while wearing graphic details and bold colour.

TRY IT IN YOUR CITY

Calgary: Repsol Sport Centre, 2225 Macleod Trail S.E., repsolsportcentre.com

Edmonton: Terwillegar Community Recreation Centre, 2051 Leger Rd. N.W., edmonton.ca

Montreal: Complexe Sportif Claude-Robillard, 1000 Ave. Emile-Journault, sportsmontreal.com



NEW BALANCE SHOES, \$190, NEWBALANCE.CA. MONREAL LONDON SPORTS BRA, \$261, MONREALLONDON.COM. GAPFIT LEGGINGS, \$65, GAP. JOE FRESH JACKET, \$24, JOEFRESH.COM. LUCAS HUGH TOP, \$240, LUCASHUGH.COM

BEAUTY

GYMBAG ESSENTIALS

Piggyback on the skin-brightening effects of boosted post-workout circulation (and make sure that soup of grease and sweat doesn't clog your pores) with a tightly edited skincare routine that works as hard as you just did



Wipes are a gym bag's best friend: no mess, no fuss, and they can be used on the way to or from your workout if absolutely necessary. These ones wipe out waterproof makeup, oil and dirt.
GARNIER MICELLAR WATER WIPES WATERPROOF, \$10, DRUGSTORES

Amp up that healthy, post-exercise glow with this hydrating mist of orange-blossom water, lavender and citrus extracts.
PIXI BEAUTY VITAMIN WAKEUP MIST, \$20, SHOPPERS DRUG MART

This do-it-all moisturizer with spill-proof pump nourishes post-shower skin with vitamin E and protects with SPF 30.
OLAY TOTAL EFFECTS ANTI-AGING MOISTURIZER SPF 30, \$33, DRUGSTORES

Head back into the real world bright-eyed with this de-puffing eye serum that features tone-evening licorice, firming soy and a cooling roller-ball applicator.
PALMER'S BRIGHTENING EYE SERUM, \$12, WALMART.CA

This all-natural lip balm contains real fruit juice crystals for a refreshing burst of flavour with a touch of glossy shine.
BURT'S BEES JUICY LIP BALM, \$5, BURTSBEES.CA

STYLE



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TEST DRIVE

Frame on

Glasses are one of the few accessories we wear every day, so, in the spirit of starting the new year in style, The Kit editors tried every trend to find their perfect match

PHOTOGRAPHY BY JENNA MARIE WAKANI



1 **Jillian Vieira, fashion editor, started wearing glasses at age 6**

Goal: "Since I'd skipped out on vision appointments for a few years, my prescription had gotten significantly worse, according to my disapproving optometrist. This seemed like a good time to switch up my look and try something other than my go-to rectangular brown tortoiseshells."

First try: "I love a big, bold frame—but that's exactly how you'd describe my current glasses. Time to jump out of



my comfort zone!" **Second try:** "I initially put these on for a good laugh—the extreme cat-eye shape and bedazzled tips are even a little too Gucci for me—but they did something surprising for my face."

Winner: "I landed on this round, warm tortoiseshell option that really says, 'Call me professor emeritus.' The acetate brow adds focus on my eyes, but the gold wire detailing brought lightness—dare I say lift?—to my narrow face."



BONLOOK GLASSES, \$99, BONLOOK.COM

JILLIAN'S PICK

"The acetate brow adds focus on my eyes, but the gold wire detailing brought lightness."

Jessica Hotson, creative director, started wearing glasses at age 10

Goal: "I've been wearing dark brown oversized frames for years. I've gotten so used to them that when I opt for contacts I tend to overdraw my brows—my face just seems too bare without them. I really wanted to try a lighter frame to open up my face and add variation to my look."

First try: "I was naturally drawn to large dark frames, of course. I loved the shape of these and the tortoiseshell pattern. Ultimately, though, they were too similar to my current pair."

Second try: "I liked the softer tone of this pair, but the wire bridge felt too formal. I missed the chunky style that I usually wear."

Winner: "These frames were exactly what I had imagined, only better. Instead of being perfectly clear, they have a soft blush tone, which helps them feel feminine and fresh without being too trendy."

TOP TIP When selecting colour, ask yourself this simple question: Do you want your new stylish frames to be the first thing people notice? Glasses that contrast with your hair and skin will make a much bolder statement than those that blend.



JESSICA'S PICK

BONLOOK GLASSES, \$99, BONLOOK.COM



1 **Veronica Saroli, assistant editor, started wearing glasses at age 17**

Goal: "Apart from maintaining the hope that glasses will make me smarter, I was looking for frames that wouldn't draw too much attention or be distracting."

First try: "I intended to get a clear pair, and these ones felt very Barb from *Stranger Things*."

TOP TIP It's all about balance, so consider the shape of your face when selecting frames. Experts agree that those with angular faces are often flattered by circular glasses, while those with rounder faces get a lift from angular specs.

Second try: "Round frames work better with my angular face shape and I liked the steely colour—but I've been-there-done-that with round frames."

Winner: "The 'pink tortoise' hue complemented my peachy skin tone without washing me out. Boulanger said pinkish frames are flattering on most people and getting increasingly popular. Plus, they're the most angular specs I've tried. Ding-ding-ding!"



VERONICA'S PICK

"Pinkish frames are flattering on most people."

STARS IN SPECS

These celebs make glasses part of their signature style



FROM LEFT: ZADIE SMITH, JENNA LYONS, DIANE KEATON, MERYL STREEP, TINA FEY



1 **Sonya van Heyningen, associate art director, started wearing glasses at age 26**

Goal: "I wear glasses every day and I've never owned two pairs at once, so I thought it would be fun to mix it up."

First try: "I liked the basic shape, but the bridge was narrow, so they didn't sit well on me—much too high."

Second try: "The exaggerated



cat-eye made me feel like a sexy librarian or Catwoman on her day off, but my style is pretty low-key—even though these were much more wearable than the first pair, they were still too off-brand."

Winner: "The light colour and thin metal bridge make a more subtle impact than other pairs I've worn; you see me more



SONYA'S PICK

BONLOOK GLASSES, \$99, BONLOOK.COM

than the glasses. These hit me in just the right spot—skimming my brows without covering them completely. They also get bonus points for matching my shirt (and about a dozen other items I own)."

THE KIT LOVES

MODERN CLASSIC

The Kit's editor-in-chief Laura deCarufel recreates a dreamy winter fashion look

During my recent move, I discovered something surprising while packing, knee-deep in piles of cashmere and silk: More than half of my "nice" clothes are summer clothes. For a Canadian, this is obviously insane. Happily, the best way to rectify this sartorial imbalance is to go shopping. Inspiration arrived via Instagram one dozy December morning when this cover of *WWD* made me sit up as if I'd just downed a triple shot. I love everything about this look: the chic monochromatic palette; the slouchy, cozy sweater paired with a midi skirt in a non-flimsy fabric; those perfect pumps. So this January, I'm all about creating a killer winter wardrobe that strays outside my comfort combo of dress-tights-heels into style territory that is a little less expected, a little more polished. I've reimagined the inspiration look here with a few extra touches, including a couple of beauty essentials and pieces from Canadian fashion talents Jenny Bird and Søsken Studios. Thoughts?



JENNY BIRD EARRINGS, \$65, JENNY-BIRD.CA



SØSKEN STUDIOS COAT, \$395, SØSKENSTUDIOS.COM



CHANEL LE ROUGE CRAYON DE COULEUR IN CASSIS, \$43, CHANEL.COM

CHLOÉ

AQUAZZURA SHOES, \$795, THESEPTMBER.COM



LOEWE



EQUIPMENT TOP, \$433, NET-A-PORTER.COM



BIRKS RING, \$4,995, BIRKS.COM

ESSIE GEL COUTURE NAIL POLISH IN AT THE BARRE, \$14, ESSIE.CA



COS SKIRT, \$225, COS

^ "What's more aspirational than a camel coat? *Maybe* a crown. *Maybe.*"



LEMAIRE



ONE-MINUTE MIRACLE

Dear Dove Shower Foam:

When it comes to lathering up in the shower, I tend to keep it simple and just reach for a bar of soap. But your new foamy texture has totally elevated my body-washing game. Your pump dispenses a cloud of rich, thick froth that I can easily massage into damp skin by hand, and your super-gentle formula is fortified with moisturizing shea butter. Best of all: You do double-duty as shaving cream, because your creaminess helps ward off any irritation or nicks. There's no way I can go back to the basic bar now. *Love, Natasha Bruno*

DOVE SHOWER FOAM IN SHEA BUTTER WITH WARM VANILLA, \$8, DRUGSTORES



The metallic lip—seen here at DKNY Spring 2017—is about to have a major year.



1. Our makeup will know what shade our skin is "Self-adjusting pigments are super fascinating. They're not at a place right now where you can really use them in foundation yet, but a lot of us just need a little neutralizing—a little more glowy, a little less yellow—and a self-adjusting primer does that really beautifully. It's like an Instagram filter."

3. Our lips will be metallic, blue, green and grey

"I think the metallic lip is going to grow and grow. The key to being successful with unconventional lip colours is they have to be flattering, not just weird. You can do a blue, but it has to be the right blue. We try ours on a bunch of people, so we can figure out if we need to put more red in the base of the blue, and we tweak it to be more flattering."



2. We'll express ourselves more with makeup "There's a trend in makeup that goes back to the original vision of Urban Decay—it's all about self-expression. It's not about covering your flaws or being the prettiest girl in the room—it's really about 'How do I tell the world my story in makeup? How do I express myself?' There's a broader audience for that now, and the world is more accepting."

4. We'll all want to get wet "This trend is inspired by the water-spraying that's happening in South Korea and all the hydration they're looking for. It's something that I needed, too: hydration before I primed. I didn't want anything heavy and thick that would make my makeup slide off, so I made a spray with coconut water and niacinamide. It feels really refreshing."
URBAN DECAY QUICK FIX PREP SPRAY, \$39, SEPHORA.CA

5. We'll all become experts "People are becoming more and more their own makeup artists because there are so many high-profile bloggers talking about how to put on makeup. Five years ago, I couldn't have sold a colour corrector and now I can't keep a peach colour corrector in stock. And there are so many people who understand that if they're oily, it does help to put on a primer and not put foundation right on top of their skin."

BEAUTY INSIDER

WHAT'S NEW IN MAKEUP

Six trends to look for in 2017, as per beauty entrepreneur Wende Zomnir

Wende Zomnir has proven time and time again that she has her finger on the pulse of beauty trends. She co-founded Urban Decay in the 1990s, capturing the zeitgeist of the decade with grungy shades named Roach, Oil Slick and Acid Rain; then made a shift to neutrals with the 2010 creation of the bestselling Naked palette (seriously, if you haven't tried it, your daytime smoky eye will thank you); and more recently, surfed the blogger makeup wave—Urban Decay has become an online powerhouse with 7.1 million Instagram followers. We caught up with Zomnir during a visit to Toronto, where Urban Decay has a new store at Square One Shopping Centre (as well one at Metropolis in Burnaby, B.C.), to find out what's on the makeup horizon for 2017. —Rani Sheen

SKINCARE

FEED YOUR FACE

A new wellness-focused approach to skincare is taking over

When *National Geographic* published a probing article, "The Secrets of Long Life," in 2005, the world took notice. Research concluded that the lifestyle in select communities around the world, dubbed "blue zones," led to extraordinarily long average lifespan—picture gaggles of centenarians doing tai chi on the beach in Okinawa, Japan. Though separated by vast distances, the blue zones share many commonalities: a healthy, mainly vegetarian diet of mostly local foods; regular exercise built into everyday tasks, such as walking to do errands; low average stress; and strong community bonds. (On the Italian island of Sardinia, for example, many locals sit down to chat in the town square every day.) The study's results led to many bestsellers about how to apply diet and health tips from seven areas of the world, spanning from Sweden to Costa Rica. But one domain remained unexplored: skincare.

Last year, Chanel scientists studied four of the most famous zones to see the health benefits of these lifestyles first-hand. "What I found extremely interesting is the social link," says Armelle Souraud, scientific communications director at Chanel. "It's quite basic when you think about it, but it's essential to have deep connections with those you love. It's not about phone calls and Facebook—having deep connections makes you healthy and happier."

Then a team of researchers looked to draw connections to skin health. They discovered that certain key ingredients from these areas can help mimic the blue zone benefits on a cellular level. Green coffee from the Nicoya peninsula in Costa Rica is especially rich in antioxidants cafestol and kahweol, while olive oil harvested in Sardinia is a potent source of essential fatty acids and omegas 3, 6 and 9, as well as polyphenols and antioxidants. The sap from the lentisk tree in Ikaria, Greece, is packed with oleoic acid, which helps the skin regenerate. Blended with hydrators like hyaluronic acid in a streamlined serum that's appropriate for all skin types and age groups, these carefully extracted active ingredients promise to protect the skin and soften lines, while adding radiance and moisture.

"We wanted to share the blue zone spirit. It's not a dream—it's a reality in several places," says Souraud. "Women can think about what they can do to integrate a little piece of it into their lives: exercise a little more regularly, manage stress, be more positive, have a balanced diet. You don't want to correct everything—you just want to feel like you at your best, and feel like you're blooming. Healthy is the new beauty status." —Kathryn Hudson



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"Our goal is to leave resources to the locals, but help them improve the ability to produce," says Chanel's Armelle Souraud. "In Sardinia, locals used the olives for the oil, but we helped them develop a new supply chain to also use the leaves, so it could help them develop economically and socially."

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