



COOL COLLAB

CARTOON  
BRIGHTS

Yaz Bukey + Shu Uemura = a match  
made in vibrant-makeup heaven

page 7

SWIMWEAR SPECIAL

RULE-BREAKING SWIMSUITS

Fed up with swimwear dos and don'ts? We quizzed the pros to find the most flattering  
options for every body type—and threw out the rule book

page 4





THE  
**Kit**  
BEAUTY &  
FASHION

SUNNY  
DAYS

Embrace the spirit of summer in  
retro round sunglasses and the  
season's coolest wet-look hair  
trend. Plus, new water-powered  
beauty essentials and beach-babe  
hair tips from Jennifer Aniston

pages 5 to 7

3.1 Phillip Lim Spring 2015. Photography: Peter Stigter.

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LINE WE LOVE

# Jump to it

The jumpsuit is arguably the most versatile of wardrobe pieces. In what else could you (a) parachute, (b) impersonate the King of Rock and Roll and (c) go to brunch? Toronto-based designer Taessa Chorny decided to celebrate the garment with an eponymous line devoted to it. Before launching Taessa Chorny for Spring 2015, the designer worked on bespoke cocktail and wedding dresses, as well as jumpsuits, and she says the experience provided better understanding of the female form and the importance of selecting the right fabric. But, says Chorny, “it was when I was creating the jumpsuits that I really noticed the feeling they gave the women, the ease and comfort, playfulness and sexiness.” Offering 11 styles that come in soft jersey, cotton and Tencel denim, ranging from long sleeves to spaghetti straps and including pant and short lengths, Chorny has created something for everyone—especially the localist, since she both sources materials, and works closely with her seamstresses, in Toronto.

“The jumpsuit is the all-encompassing garment that takes the thinking out of an outfit,” says Chorny. (The only thing that does require more thought is bathroom breaks.) Getting dressed is just one step, like putting on a favourite dress, but with an edgier ’70s-glam vibe. A scalloped white lacy number or a sleek long-sleeved pant version is a good investment for everything from summer weddings to beach picnics. Chorny is currently putting the finishing touches on her fall collection (picture rich velvets, sheer silks and plunging necklines—“Elvira Hancock meets Run-DMC”), and embroidery inspired by her Ukrainian heritage is on the horizon for next spring. While we may draw the line at leaping out of a plane, these decorative suits have us jumping for joy, without revealing a thing. —Veronica Saroli. Photography by Adrian Armstrong.

TAESSA CHORNY MARA JUMPSUIT, \$295, TAESSACHORNY.COM

TWEET OF THE WEEK

“Sometimes you just need something to regret and that’s why God invented bangs.”

@SarahKSilverman, May 5, 2015

BEAUTY MATH

Lush lashes and clear-lacquered lips add up to a simple look we love



LASH-LENGTHENING FIBRE MASCARA LIKE **GEISHA INK** THE SILK MASCARA, \$32, GEISHAINK.COM

+

A HIGH-SHINE TRANSLUCENT LIP GLOSS LIKE **ILIA** LIP GLOSS IN WHITE RABBIT, \$20, BEAUTYMARK.CA

=



First-time director Elizabeth Banks kept it easy and elegant for a VIP screening of her film *Pitch Perfect 2* in London, England, on April 30. Curl lashes and then apply three or four coats of jet-black mascara with sculpting fibres to enhance lash length and volume. Swipe on a sheer, gold-flecked gloss for a glass-like finish on the lips. —Natasha Bruno

TALKING POINT



## NOT-SO-BEST DRESSED

Our expectations for how Met Gala attendees would dress for the *China: Through the Looking Glass* exhibit were not high. But we were pleasantly surprised at how celebs dressed respectfully and not offensively—for the most part. Poppy Delevingne’s comment that she “came as opium,” in her poppy-strewn Marchesa gown, was insensitive to the legacy of the 19th-century Opium Wars between Britain and China, and Emma Roberts’s chopsticks-in-bun updo wasn’t the best choice. That being said, the evening’s faux pas resulted from not fully understanding the significance or origins of what was being worn, which will hopefully be remedied by the cultural exposure from the exhibit (this year’s is three times the size of last year’s). —Veronica Saroli



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DSQUARED2 SPRING 2015



KENZO SPRING 2015

## ONE TREND, TWO WAYS

# MIRRORED NAILS

Leave the jewellery behind. Glistening silver on your fingertips is an edgy way to accent bronzed skin and your favourite swimsuit.

- 1. Chromed up at Dsquared2**

Manicurist Antonio Sacripante applied highly reflective nail-art foils to squared-off nails followed by a coat of silver lacquer for a simple, eye-catching mani. No foils? Get this look by smoothing on ultra-metallic nail-wrap stickers and file off the excess before your coat of varnish.
- 2. Shreds of sterling at Kenzo**

Once nails were painted with a base colour, manicurist Naomi Yasuda randomly applied mismatched strips of silver origami paper across the nails for bespoke art. Tip: Apply pieces of nail stickers to wet polish and seal them in with a glossy topcoat. —Natasha Bruno



JAMBERRY NAIL WRAPS IN METALLIC CHROME SILVER, \$18, JAMBERRYNAILS.NET. OPI NAIL LACQUER IN PUSH AND SHOVE, \$11, SALONS.



**Jenny Packham**  
The Duchess of Cambridge wore a yellow dress from the designer to present Princess Charlotte Elizabeth Diana to the world.

**David Beckham**  
One day after joining Instagram on his 40th birthday, the soccer player and model had 4.7 million followers.

**Cara Delevingne**  
The model’s racy Tom Ford billboard was banned from being posted within 100 metres of any school in Britain.

**Original Designs**  
A sporty neon Alexander Wang dress was knocked off by Nasty Gal, and Louis Vuitton lost its trademark Damier check pattern.

**Apple Watch**  
The small pool of early adopters means there are few people users can send “digital touches” like drawings, taps and heartbeats to.





# Suit yourself!

Think a bikini isn't for you or a daring neckline won't work? We disagree. We spoke to three experts about how to find a great-fitting swimsuit that flatters your figure—and debunked a few myths along the way. Forget the “rules” and jump into a suit you love

BY VANESSA TAYLOR



“There is absolutely no reason a fuller-bust gal can't wear anything her smaller-busted sister is wearing.”  
—Freddy Zappe, national fit specialist for Freya Lingerie and Swimwear

### MYTH 1: LARGER BUSTS CAN'T GO STRAPLESS

Freddy Zappe, national fit specialist for Freya Lingerie and Swimwear, sums up the secret to wearing a bikini if you have a fuller bust: Buy swimwear with cup sizing. “Women are wearing bikini tops that come in small, medium and large, but what if they're a G cup and a 30 band, meaning a smaller rib cage with a larger bust? They buy a size up and then constantly feel like their breasts will pop out,” says Zappe.

The key is a precise fit: It's the same process as getting measured for a bra. Look for local lingerie shops that also offer swimwear for a customized fit. The band width should be your exact size and fit snugly, while the cup should cradle and shape the breast. For a strapless style with a fuller chest, underwire is paramount. “For this style, the weight is distributed around the torso, not the shoulders,” says Zappe. For a comfortable fit that allows you to stay active, “the underwire should sit behind the breast tissue, against the rib cage, not on top of breast tissue.”

FREYA TRIBAL TRAX TOP, \$89 (30-38, D-G), HIPSTER BOTTOM, \$45 (XS-XL), FREYALINGERIE.COM

### MYTH 2: ONLY WASHBOARD ABS CAN WEAR BIKINIS

As a brand rooted in activewear, Lolé ensures its swimwear collection is equal parts functional and fashionable, but it's the wide variety of silhouettes that makes this line so appealing. “The right fit makes you feel beautiful inside and out,” says Andy Thê-Anh, the company's design director. “You can mix and match pretty much any pieces, so you can always create an à la carte look,” he says. Case in point is this sporty two-piece—the high-waisted bottoms offer a few extra inches of coverage for anyone not feeling a Brazilian-cut brief. “This style boasts a front panel with power mesh that creates a sleek silhouette around the tummy,” says Thê-Anh.

The on-trend sporty top blurs the line between sports bra and bikini, and the sheer mesh panels offer additional coverage without a heavy look. Plus, you can further customize the fit with adjustable straps. Perhaps the best part is this line is entirely made from chlorine-resistant fabrics with a UPF of 50 to help shield you from the sun.

LOLÉ SAMUI ATHLETIC TOP, \$50 (XS-XL), MATIRA BOTTOMS, \$40 (XS-XL), LOLEWOMEN.COM



### MYTH 3: PETITE BUSTS CAN'T WEAR PLUNGING NECKLINES

It seems to be a common misconception that a daring, plunging neckline is reserved for those with Kardashian curves. In reality, this suit is engineered specifically for a smaller breast size. “This style offers a softly moulded cup, and the vertical pleats give the illusion of a slightly enhanced bustline,” says Maria Mavromatis, fit expert at made-in-Canada Shan Swimwear. Another feature is that this halter-style suit allows you to customize your support and lift. “Even if you've got a smaller chest, you still need support,” says Mavromatis.

While she has nothing against padded cookies (the removable pads added into the lining of the bra of the swimsuit), Mavromatis suggests veering toward natural. “The goal is to look sexy, so you can add in a little bit of enhancement with a thin cookie, but avoid anything very thick,” she says. “Don't make your chest look fake.”

SHAN SOFIA SWIMSUIT, \$290 (6-10), SHAN.CA

## BEACH-SEASON STRATEGIES

Designers, skincare experts and our own team share the tips and tricks they use before slipping into their swimsuits and out into the sun

BY VERONICA SAROLI



**VIRGINIA JOHNSON**, founder and designer at Virginia Johnson  
@virginiajdesign  
@virginiajohnsondesign

“I try to take lessons from the 80-year-old women I see in France who are comfortable in their own skin and still look great in their bikinis.”



**JESSICA HOTSON**, creative director at the Kit  
@thekit  
@jesshotson

“I take a pair of high-waisted bottoms, in case my tummy gets too much sun, and a one-piece, for when I need to cover up a little on those last days when you feel sunned out!”



**KIMBERLEY NEWPORT-MIMRAN**, founder and designer at Pink Tartan  
@kimnewport  
@kimnewportmimran

“Be careful when diving in a two-piece!”



**ALEX LAWS**, senior editor at the Kit  
@alexlaws  
@miss\_laws

“I have one black bikini, and I mix and match with all my other tops and bottoms—strapless, halter necks, full busts and string pants. I never wear the same combo for a whole day, which avoids sitting in a wet swimsuit and getting bad tan lines.”



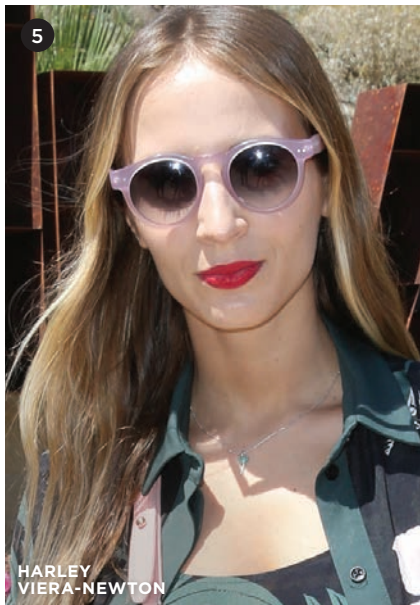
**STEPHANIE GEE**, partner at Gee Beauty  
@geebauty  
@geebautystudio

“Dry brushing before the bath or shower helps improve circulation and the look of dimpled or unsmooth skin.”



**RANI SHEEN**, beauty editor at the Kit  
@ranisheen  
@ranisheen

“Snorkelling cannot be done without a swim shirt or T-shirt. Sunscreen will wash off, you'll be too distracted to notice and your back will burn to a crisp—I learned that the hard way in Belize.”



## WEEKEND UPDATE FULL CIRCLE

The latest trend in shades was made famous by '60s musicians like John Lennon, became a '90s grunge-style essential and is now top of our lists

BY NATASHA BRUNO

### 1. Supersize it

Between the large proportions, olive green hue and funky gradient, these lenses amp up the A-list glamour of Rita Ora's specs and stand out against her sleek hair and nude makeup.

### 2. Boho babe

Follow Poppy Delevingne's lead for model-off-duty cool. Slim wire rims and lenses give these neutral sunnies a bohemian vibe when teamed with tousled hair and weekend basics—a perfect look for when you want to skip makeup altogether.

### 3. Tricked out

The unique shape and exaggerated keyhole bridge of this head-turning pair infuse *Vogue* style editor-at-large Elisabeth von Thurn und Taxis with chic, playful charm.

### 4. Power couple

Bold sky blue shades and a swipe of contrasting ruby red lipstick à la Gwen Stefani create a striking sunny-weather look.

### 5. Pretty pastel

If you prefer a more subtle statement, show your sweet side by opting for soft, pale shades like model and DJ Harley Viera-Newton's lavender pair.

### 6. New wave

Not only do rounded frames give iconic Wayfarer-style sunglasses a fresh look, but the simple neutral lines and lenses team well with formal outfits like Emma Stone's midnight blue lace frock.

### The it item

Amber lenses and a classic tortoiseshell pattern give these rounded sunglasses sophisticated wear-with-anything allure.

ANN TAYLOR VERANDA SUNGLASSES, \$86, ANNTAYLOR.COM



## ONE-MINUTE MIRACLE

Dear Philips BikiniGenie:

From time to time, between waxing appointments, one may notice the need for trimming. Scissors seem too risky, and while scouring the bathroom for a suitable shearing device, one may be tempted to settle for one's boyfriend's beard trimmer. Until now: You're lightweight, easy to clean and impossible to cause injury with. Best of all, you trim to a maximum length of 3 millimetres, eliminating the risk of accidental bald patches. Everyone's a winner.

Forever yours, Alex Laws

PHILIPS BIKINGENIE BIKINI TRIMMER, \$20, SHOPPERS DRUG MART



**Surfer babe**  
A moulded underwire top can easily be converted into a bandeau, while mini board shorts can be worn alone or over your bikini.  
HM BIKINI TOP, \$20 (32A-38D), SHORTS, \$20 (2-12), HM.COM

**Sexy swim shirt**  
This cool cropped rash guard will change your mind about swim shirts, but you need a bikini top under it since there is little support.  
NORMA KAMALI RASH GUARD, \$260 (XS-L), BOTTOMS, \$140 (XS-L), NET-A-PORTER.COM

**Curve enhancer**  
Blurring the lines between bikini and one-piece, this cutaway style creates fantastic curves.  
MISSONI CUTOUT CROCHET-KNIT SWIMSUIT, \$915 (38-48), NET-A-PORTER.COM

**Extra-flattering tankini**  
A tankini offers extra coverage while this bold print keeps the eye moving. We love the subtle cut-outs on these classic briefs.  
SEAFOLLY TANKINI TOP, \$147 (4-10), BOTTOMS, \$75 (4-12), SEAFOLLY.COM

**Bikini boost**  
This tankini-style top offers more support (and lift!) than a basic triangle-cut bra.  
LA VIE EN ROSE TOP, \$45 (XS-XL), BOTTOMS, \$30 (XS-XL), LAVIEENROSE.COM

**Sporty & nautical**  
Looking for a bottom that's neither high waisted nor low rise? This classic cut is a flattering option you can be active in.  
GAP TOP, \$45 (XS-XL), BOTTOMS, \$42 (XS-XL), GAPCANADA.CA

**Slimming bandeau**  
Worn with or without the straps, this suit has uber-flattering side panels along with a cute cut-out in the back.  
OLD NAVY SWIMSUIT, \$43 (32A-38D), OLDDNAVY.CA

**Leg elongator**  
Channel your inner Baywatch babe with this '90s high-cut leg style and low scoop back.  
CLASHIST OIL-SLICK SWIMSUIT, \$146 (S/M, L/XL), CLASHIST.COM

**Flamenco frills**  
This suit's ruffled neckline is the best of both worlds—a little coverage without being conservative.  
FILOSOFIA SAMBA SWIMSUIT, \$175 (XS-XL), FILOSOFIASWIMWEAR.COM

**Wow wetsuit**  
For a sporty update, this wetsuit-inspired crop top and bottoms are a great fuss-free alternative.  
ADIDAS BY STELLA MCCARTNEY CROPTOP BIKINI, \$95 (XS-L), SPORTINGLIFE.COM

**Killer curves**  
A retro-cut halter creates bombshell curves with an adjustable neckline and ruching detail at the hips.  
VITAMIN A BRENA SWIMSUIT, \$172 (XS-L), HOLTRENFREW.COM

**Top of the trends**  
This locally made-to-order set melds a rad limited edition artist print by Maiko Gubler with a sporty silhouette.  
LEILANNI X MAIKO GUBLER TOP, \$125 (XS-L), BOTTOMS, \$90 (XS-L), LEILANNI.COM

PHOTOGRAPHY: GEOFFREY ROSS (FREYA, LOL, LOLE AND SHAN SWIM); GETTY IMAGES (CELEBRITY EXCEPT STEFANI); KEVSTONE PRESS (STEFANI)

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DRESSING UP  
THE WET  
SEASON

Off the runway, are spring's saturated strands a win or a wash?

BY JULIA SEIDL

Ever since Linda Evangelista was discovered in my hometown of St. Catharines, Ont., I've been obsessed with the transformative power of model hairstyles. Some 20-odd years later, supe hair is still capturing my attention: In Balmain's Spring 2015 ad campaign shot by Mario Sorrenti, not only are Joan Smalls, Adriana Lima and Rosie Huntington-Whiteley battling it out in a game of old-school Nintendo, but they're doing so with seemingly drenched,

sopping-wet locks—and giving me a case of serious model-hair envy.

Fresh-from-the-shower strands have become runway mainstays—this season at Zac Posen, Thakoon and of course Balmain—but it's a look I've always dismissed as only for the catwalk. Lately though, a bevy of beauties on the red carpet (which tends to be less edgy than the runway) have started to change my mind. Jennifer Lopez, Rita Ora and the newest supe on the block, Gigi Hadid, have all made a splash with slicked-out manes that appear wet to the touch.

Hadid's New-York-based stylist, Jennifer Yepez, broke it to me that it's all one big *trompe l'oeil*. "It's a dry interpretation of the wet look," she says. "You can't actually go out with wet hair; it's going to dry eventually." Yepez fakes it with a lot of wet-look product, and extends the reflective effect only about an inch past the ear, leaving the lengths dry for a softer finish. "If you slick it all the way, it makes it too masculine."

Following Yepez's advice, I soaked my towel-dried hair with mousse, applied heaviest at the roots for grip, and a thermal protectant cream on my ends. Blow-drying one side at a time, I used a Mason Pearson boar-bristle brush to pull each side back as tightly as possible, following the curve of my head and leaving a hint of volume on top. To create the saturated-sheen effect, I used what seemed like an entire can of extra-hold hairspray on my roots (a word of warning: Crack a window before you spray)



Above: Inspired by Spring 2015 runway hairstyles, writer Julia Seidl tries out the wet look for dinner with friends.



BALMAIN  
SPRING 2015



THAKOON  
SPRING 2015



ZAC POSEN  
SPRING 2015



YAROK FEED YOUR ROOTS MOUSSE, \$17, LOVEHUSK.COM. DAVINES THIS IS A STRONG HAIR SPRAY, \$34, SALONS. L'OREAL PROFESSIONNEL WET DOMINATION BY TECNI.ART SHOWER SHINE, \$26, SALONS. DRYBAR HOT TODDY HEAT PROTECTOR FRIZZ FIGHTER, \$38, SEPHORA.CA.

CELEB STYLE

Beach  
babe hair

The owner of arguably the most recognized tousled Californian locks on the planet, Jennifer Aniston shares her summer-hair tips

BY ALEX LAWS

Jennifer Aniston is as famous for her shiny, blond highlights as she is for the Rachel. (Just don't ask her about that.) She has practically patented her trademark California-beach-babe look, so she obviously knows a little something about keeping hair healthy during the scorching summer. The actor, producer and businesswoman became co-owner—and chief product tester—of haircare brand Living Proof in 2012. She spoke to us from her ocean-view kitchen about beating the heat.

Even sleek-haired celebs are not immune to bad summer-hair days, says Aniston. "It's called humidity!" she jokes. "That's just walking outside and my hair turning into sort of a big 'fro." Unsurprising, then, that one of her first test drives was of the brand's No Frizz line. "I remember looking at them and thinking, this is great because I'm about to go to North Carolina, where it's 100 degrees, 100 per cent humidity, and this hair is not going to handle it. I was thrilled with how well it worked."

She remedies dry, sun-fried hair with a "reboot" in the form of a deep-conditioning treatment every Sunday, using a new overnight mask called Night Cap Overnight Perfector. "At first I thought, 'You're asking me to put lotion on my head at night and I'm not going to wake up with a greasy head of hair or



Jennifer Aniston  
on set with  
Living Proof.

"Every human being has a bad hair day—even the guys."

with my sheets totally destroyed?" Her skepticism subsided, and Aniston has been a convert of the product ever since: "Your hair is vibrant and shiny, and there's not a spot on the pillow. They're working with mad scientists over there."

Aniston comes to the rescue of other people's parched locks too. "A friend of mine had her hair coloured with balayage a few weeks ago, and it was just fried. She drenched her hair in the Night Cap and the life came back to it." The actor recognizes though, that there's no way to avoid bad hair days altogether. "I have very few now, but every human being has a bad hair day—even the guys." Speaking of unavoidable, I ask what she thinks about the return of the Rachel haircut and am gently put in my place like a stray strand: "You're asking the wrong question. I don't think the Rachel ever left, did it?"



LIVING PROOF PERFECT HAIR DAY NIGHT CAP OVERNIGHT PERFECTOR, \$34, SEPHORA.CA

PRESS PLAY

EASY BRAID UPGRADES: THE SIDE SWEEP

Fashion editor Vanessa Taylor shows how to emulate a punky side-shaved look with a tight French braid



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1. Texturize and deep part

For this look, work with day-old hair or run a curling iron through your hair to create texture. Start by making an exaggerated side part and begin your braid at the temple.



2. Create your braid

French braid your hair, pulling the hair really tight and keeping as close as you can to the hairline.



3. Secure the end

When you've finished, pull the braid around to the back of your head and secure with bobby pins.



4. Disguise the pins

Once it's in place, position the rest of your hair over the bobby pins to hide them from view.



COOL COLLAB

# Yaz in Wonderland

Paris-based accessories designer Yaz Bukey is as fun and larger-than-life as her cartoonish accessories. With brightly lacquered lips, she is animated and vibrant, hopping into the bathtub mid-photo-shoot

BY VANESSA TAYLOR

To describe Yaz Bukey, the animated accessories designer, best known for her cheeky clutches and pop-icon brooches, as someone with a fertile imagination is a huge understatement. She arrives for our meeting in brightly painted lips, pink faux-fur high heels and accessories from her collection—including a necklace adorned with Plexiglas fingers. Mid-interview she’s game to jump in the bathtub for a photo op (swapping the bubble bath for inflatable balloons in the shape of lips). It’s just a regular Wednesday morning in the world of Yazbukey.

Every season, Bukey dreams up a full cast of characters and builds a collection around them. She even takes on the look herself, sometimes changing her apartment to match. This spring, she reimagines characters found in a Parisian café. The tourist carries an old-school pink camera bag, and the *artiste* has patent-leather-and-Plexiglas paint-tube clutches. There are also statement pieces with her signature C’est Ahh parted lips (which she designed to look like a woman having an orgasm) and even a gold Amex card called the Yazbukey Express Clutch.

For her collaboration with Shu Uemura, in stores now, Bukey’s characters include four women all pining for the same man, Mr. Shu Shu. This time, though, she narrates her story through colour. “I discovered makeup when I was 11 and destroyed my parents’ house,” says Bukey. “I was not afraid to play with makeup—I would try putting lip gloss on my eyelid to get a new effect.” That sense of play comes through in her collection: A reddish copper colour in her eyeshadow palette is the eyeshadow base as well as a highlighter for the cheekbones. While the products themselves are fun, the packaging also carries her sense of whimsy. Bukey imagines each product to have its own persona—she happily lines up the cleansing-oil bottles to show me how it looks like all of the animated faces are in the midst of gossiping.

Bukey is rarely seen without her signature red lip, so creating the perfect scarlet lipstick was one of the biggest, but most rewarding, challenges of the collection. “I liked that this red works for me, as well as pale and olive skin tones.” The secret: a rich red with a matte blue undertone. *C’est abh.*



Designer Yaz Bukey hams it up at the Trump Hotel Toronto.



“You can change a simple black dress by changing your lipstick or brooch. Play with them and become who you want to be for a moment in time.”

**YAZBUKEY X SHU UEMURA**  
COLLECTION CLOCKWISE FROM ABOVE LEFT: LIMITED EDITION ANTI/OXI SKIN REFINING ANTI-DULLNESS CLEANSING OIL, \$99; FLIP COLOUR YAZ FALSE LASHES, \$35; CUSTOM CASE EYESHADOW DUO, \$15; ROUGE UNLIMITED SUPREME MATTE LIPSTICK IN YAZ RED, DARING VIOLET, NOBLE PINK AND SUNSHINE ORANGE, \$36; SHUUEMURA.CA; C’EST AHH EARRINGS, \$126; STORMFASHION/DK, LE OUI-NON CLUTCH, \$1,142; FARFETCH.COM



“We want to have fun; we all work like crazy; we need an escape and this is an easy way to do it. When you are at home in your PJs and then you get dressed and put makeup on, you come alive!”



“I like the fact that you can play; I have a clutch you can go on a date with [that says “oui” and “non”] and there is no need to say anything; just turn the clutch to let him know how the date is going!”

INNOVATION

## THE WETTER THE BETTER

Water is the key to enhancing the performance of these new skincare offerings

BY VERONICA SAROLI

### 1. Splashy sunscreen

After travelling through South Asia three years ago and attempting to develop a sunscreen for the region, Shiseido research scientist Satoshi Yamaki invented a lotion that thrives in wet conditions, and it won him the grand prize at the company’s 2015 New Product Idea Competition. The UV protection in this formula actually gets stronger when the minerals present in the sunscreen and in water or sweat bind to create a UV block that lasts for 80 minutes. So don’t sweat your sunscreen—or do.

**SHISEIDO** SUNCARE ULTRA SUN PROTECTION LOTION SPF 50+ WETFORCE, \$49, THEBAY.COM

### 2. Smoother shower

Cut down your shower time and boost skin’s moisture all in one go with Jergens’s new lotion for just-washed skin. Made with glycerine and nourishing coconut oil or antioxidant-rich green-tea oil, the cream latches onto residual water on the skin to seal in hydration. After your shower, simply rub on the non-greasy moisturizer right away, pat dry and get dressed without waiting for the moisturizer to absorb.

**JERGENS** MOISTURIZER FOR WET SKIN, \$11, DRUGSTORES IN JULY

### 3. Personal tanning booth

Hot and humid showers can make the bathroom feel like you’re on a tropical vacay, but without the tan to prove it—until now. St. Tropez has created a self-tanner to be applied in the shower. After washing your body, turn off the tap and slather on the lotion; leave for three minutes while the active ingredients sink in; rinse and dry off as usual. Your tan builds gradually with each use—no trip to the equator required.

**ST. TROPEZ** GRADUAL TAN IN SHOWER LOTION, \$31, SHOPPERS DRUG MART IN JULY



### CORRECTION

An advertisement for the Dove “Choose Beautiful” contest published in the May 7, 2015 edition of The Kit misstated the contest start date. The correct opening date for the contest was May 7, 2015.



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## THAT SUNTAN CAN BE DEADLY

SUSTAINING 5 OR MORE SUNBURNS BEFORE THE AGE OF 20 INCREASES LIFETIME MELANOMA RISK BY 80%

MAJORITY OF MELANOMAS ARE CAUSED BY EXPOSURE TO UV RADIATION FROM SUNLIGHT OR TANNING BEDS

MELANOMA IS THE #7 MOST COMMONLY DIAGNOSED CANCER IN CANADA

SUNGLASSES THAT BLOCK 100% OF BOTH UVA AND UVB RAYS DECREASE THE CHANCE OF DEVELOPING CANCER AROUND THE EYES

MELANOMA IS ONE OF THE MOST COMMON CANCERS IN OUR YOUTH AGES 15 - 29 AND CONTINUES TO INCREASE

SEEK SHADE BETWEEN THE HOURS OF 11AM AND 3PM - WEAR SUN PROTECTIVE CLOTHING AND A HAT IF YOU HAVE TO BE IN THE SUN DURING THIS TIME

APPLY AT LEAST SPF 30 BROAD SPECTRUM (UVA AND UVB) SUNSCREEN - IT BLOCKS APPROXIMATELY 97% OF SUN RAYS



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