

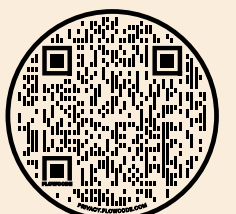
DESTINATION BEAUTY



Etiket, the Canadian beauty boutique beloved for its elevated array of skincare, niche fragrances and exclusive spa services, has (*finally*) arrived in Toronto. Located inside The Well, the sleek space is a haven where you can indulge in a little self-care, find your signature scent and leave with a whole new glow.... CONTINUED ON PG 4

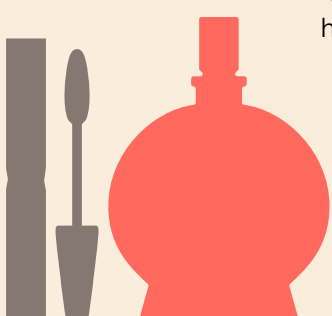
ETIKET

EXPERIENCE THE ETIKET WAY



SCAN TO SHOP

For a limited time, shop Etiket's curated selection of luxury beauty products—including skincare, niche fragrances, makeup, hair care and wellness—and receive 15% off your purchase when you use the code THEKIT15. Shop in-store or online.*



USE CODE THEKIT15 AT CHECKOUT



*OFFER VALID UNTIL SEPTEMBER 15, 2024. ONE USE PER CUSTOMER. SOME EXCLUSIONS APPLY.

WHAT'S NEW AND NEXT IN GREEN BEAUTY

Tata Harper, founder of her own pioneering natural (and ultra-luxe) skincare line, shares her expertise

In bygone days, embracing green beauty used to mean natural but also somewhat old-fashioned formulas (think: a face mask you could whip up in your kitchen). Luckily, when Tata Harper founded her self-named brand in 2010, she had no aversion to innovation. "When I launched, my main thought was that I wanted to be as high-tech as possible, without using any synthetic chemicals," says Harper. "But my second thought was, how do I make the skin work better, overall?"

It's this forward-thinking and results-obsessed focus that has served the brand well in its almost 15 years of operation. To learn more about how far green beauty has come, The Kit met up with Harper during a recent event at Etiket Toronto, where she took guests through a beauty class on how to achieve our most radiant summer glow.

Tata Harper, the brand, has been available at the retailer's Montreal boutique since just after its launch, and has been hosting Etiket events for customers ever since, featuring expertise from Harper herself on products and routines. Read on for what we learned during our chat about what's new and next in the world of green beauty.



TATA HARPER, FOUNDER OF THE HIGH-PERFORMANCE NATURAL SKINCARE BRAND OF THE SAME NAME.



RESEARCH INNOVATION

One of Etiket's shopping sweet spots is where green beauty meets science-backed results. So it's no wonder the Tata Harper line has prominent shelf status here. "We're very skin biology driven," says Harper, adding that a great deal of research progress has been made since she started her brand. "When I launched, there wasn't a lot of knowledge of things like the skin-brain axis, [or] the connection between your brain and your skin and your nervous system." On average, Harper says, it takes her brand about two years to develop a product—a slower, more thoughtful pace compared to other companies caught up in fleeting trend or fad cycles. But as skincare shoppers increasingly demand noticeable results, and the research innovation to back them up, it's clear that green beauty brands with scientific chops will have an edge.



TATA HARPER WITH SIMON TOOLEY, FOUNDER OF ETIKET, AT THE RECENT TORONTO EVENT.

THOROUGH SUSTAINABILITY

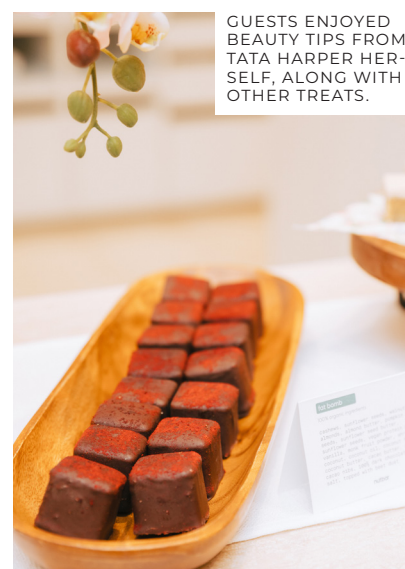
As the popularity of green beauty grows, there's also increasing awareness that sustainability means much more than whether or not natural ingredients are used in a product. Now, it's also about being mindful about packaging; opting for containers made with recyclable and recycled materials is almost a given if you're going to call your brand green. Sustainability entails minimizing waste by avoiding mass overproduction, and it also means asking more thorough questions about formulations, like how the ingredients were grown and sourced. "You never want to harm any ecosystem that you're cultivating with," says Harper. Taking a wider world of considerations into account is the future of green beauty.

NOTEWORTHY INGREDIENTS

It's obvious after just a few minutes of chatting with Harper that not only does she care deeply about the ingredients she uses, but she also has a wealth of knowledge about them—from their cultivation to their effects. It's this attention to detail that has led to the brand tapping into some of the most effective and interesting plant-based ingredients in green beauty. "For wrinkle reduction, we use a lot of neurotransmitter peptides that relax wrinkles from a subcutaneous perspective," she says, as just one example. "There's one in particular that I love: the juice inside a dormant bulb of a narcissus flower." This is one of the hero ingredients in her award-winning Tata Harper Rejuvenating Serum, which also comes enriched with Spanish lavender, another Tata favourite.



LEFT AND ABOVE: A FEW OF THE SKINCARE ENTHUSIASTS AT TATA HARPER'S RECENT EXCLUSIVE EVENT AT ETIKET TORONTO.



GUESTS ENJOYED BEAUTY TIPS FROM TATA HARPER HERSELF, ALONG WITH OTHER TREATS.



BEST OF GREEN BEAUTY

A shortlist of standout skincare products at Etiket



FEATURING TAHITIAN COLD MICROALGAE, THIS SOOTHING MOISTURIZER HELPS ALLERGIC, REDNESS-PRONE SKIN RECOVER.

TATA HARPER SUPERKIND CALMING CRÈME, \$165, ETIKET.CA

THIS FORMULA DELIVERS THE BENEFITS OF ROSEHIP OIL, DERIVED WITH AN ADVANCED CO₂ EXTRACTION METHOD TO KEEP THE INGREDIENT POTENT.

PAI SKINCARE ROSEHIP BIOREGENERATE OIL, \$29 FOR 30ML, ETIKET.CA

IN THIS PLANT-BASED EXFOLIATING AND BRIGHTENING TREATMENT, INGREDIENTS LIKE AHAS AND ENZYMES HELP GENTLY REMOVE DULL SKIN CELLS, WHILE PLANT OILS ALSO NOURISH.

FRENCH FARMACIE ELIXIR EXFOLIANT, \$112, ETIKET.CA

A RECENT LAUNCH FROM SAHAJAN—A CANADIAN BRAND THAT MARRIES AYURVEDIC SKINCARE AND CLEAN BEAUTY—THIS BALM CARES FOR THE EYE AREA WITH GHEE AND GOTU KOLA.

SAHAJAN GOLDEN EYE BALM, \$70, ETIKET.CA

THIS MOISTURIZER DEEPLY HYDRATES WHILE ALSO REJUVENATING SKIN WITH ORGANIC, NATURAL INGREDIENTS SUCH AS BAKUCHIOL (A RETINOL ALTERNATIVE), HYALURONIC ACID AND NIACINAMIDE.

ADESE ASCEND SERUM MOISTURIZER, \$128, ETIKET.CA

AN EXPERT'S GUIDE TO FINDING YOUR SIGNATURE SCENT

Follow your nose—and these pro tips—to choose a fragrance that's as unique as you are

With the rise of #PerfumeTok, it seems a new scent is trending almost every other day. And for those new to fragrance, the flurry of popular options can feel overwhelming. Fortunately, there's a way to cut through the confusing cloud of possibilities: heading straight to a curated source offering expert guidance.

At Etiket, the latest destination for niche and luxury beauty and fragrances in Toronto, the boutique feels like an art gallery, showcasing selections from the likes of L'Artisan Parfumeur, D.S. & Durga and Penhaligon's. Hard-to-find options abound, and the store is also staffed with savvy fragrance consultants to help you meet your perfect match.

To begin, think about the preferred function of your fragrance, says David Bernstein, director of fragrance for Etiket. For example: "Is it part of a ritual for self-care, or your 'going out' fragrance, or for self-expression? From there, you can start looking."

Bernstein says Etiket's fragrance experts can help by making connections between scents and your personality, lifestyle, aesthetic, desires and self-perception. "They take time to understand why you want a fragrance, and what you want it for, and turn it into the language of scent." The process may begin by understanding how you want the fragrance to make you feel, or with a particular note you gravitate towards.

After that, it's a game of sniff, test and repeat. You can experience a fragrance by smelling the bottle or spraying it on blotters, but the true reveal will be trying it out on your skin. "You need to make sure it works with your body chemistry," says Bernstein.

Etiket also encourages fragrance sampling, so you can purchase a trial size to ensure you truly love your choice, before investing in a full bottle. To get you started on your scent journey, here's an expert primer on three trending fragrance categories, along with a few requisite picks.

THE ARTISTIC STATEMENT

Unexpected and somewhat abstract, these scents—earthy, herbaceous, dynamic—are for those seeking to express themselves through fragrance. "For a while now, makeup has become about expressing identity and individuality. These are examples of that in a fragrance," explains Bernstein. Weaving notes like "the scent of soil, or even a burnt or acrid quality" into their compositions, these creative perfumes expand notions of beauty beyond the traditionally "pretty."



TRY: THOMAS DE MONACO FUEGO FUTURO PARFUM EXTRAIT, \$385, MAISON CRIVELLI PAPHYRUS MOLÉCULAIRE EAU DE PARFUM, \$330, JORUM STUDIO PARADISI EXTRAIT DE PARFUM, \$145, BYREDO MIXED EMOTIONS EAU DE PARFUM, \$392, AND MARC-ANTOINE BARROIS ENCELADE EAU DE PARFUM, \$360, ETIKET.CA

THE NIGHT-OUT FRAGRANCE

Sumptuous and rich, night-out scents boast fruity, spicy or sweet notes such as peach, ginger or vanilla. "These scents are for people who want something bold, something that has a presence," says Bernstein. "They are unabashed and playful in character and imbue that in the wearer. The fruit adds colour to the scent, while the sweetness adds confidence."



THE SECOND-SKIN SCENT

One of the hottest categories of the moment, thanks to TikTok, second-skin fragrances are like the "white T-shirt of scent," as Bernstein describes. These are balanced between freshness and warmth, and may have tea, floral or musky notes. "A 'second skin' scent gives the impression of a really great-smelling person, rather than asserting its presence," says Bernstein. "They add light and depth to the wearer's own [natural] scent, to enhance their magnetism, without feeling like a separate entity."



TRY: BDK PARFUMS PAS CE SOIR EAU DE PARFUM, \$315, PENHALIGON'S HALFETI CEDAR EAU DE PARFUM, \$375, AND MAISON MATAHA ESCAPADE GOURMANDE EXTRAIT DE PARFUM, \$285, ETIKET.CA

DESTINATION BEAUTY

Etiket—Toronto's latest temple of skincare, fragrance and self-care—is elevated, innovative and proudly Canadian



With the arrival of Etiket, Toronto has officially leveled up its beauty game. The if-you-know-you-know boutique, whose first location is in Montreal, recently swung open the doors to its debut address in Toronto, to the delight of local skincare, fragrance and spa enthusiasts. Located downtown at The Well, the buzzy, new shopping destination at Wellington and Front Street, Etiket stands out as a jewel of the development. More than an ordinary retailer, Etiket is a community where beauty lovers of all types and interest levels can connect with and explore the world's most innovative, effective and enticing products and services. The emphasis here is on results-focused skincare, as well as natural, organic products, an impressive array of niche fragrances, made-in-Canada brands, and—to round everything out—space for spa pampering.

Etiket was founded in 2011 by Simon Tooley, who was ahead of the curve when he decided to combine all of these beauty categories under one roof. His discerning eye and impeccable taste soon earned Etiket a loyal following of Montrealers and visitors alike, who flocked to stock up on rare brands, experience an exclusive facial or simply discover something new. With the Montreal space doubling in size within a few years, it was only a matter of time before an expansion to Toronto was in the cards.

A true temple to beauty, the new location at The Well is incredibly spacious, with more than 6,500 square feet devoted to skincare, makeup, fragrance, hair care and in-room spa pamper-



ing. Designed by Montreal firm Sajo, the high-ceilinged store has a soothing palette of cream and white, anchored by a custom-made sculpture above the central checkout area. "We're very light and airy and open," Tooley says of the welcoming environment. The designers were meticulous in considering every detail of the Etiket experience, from the natural lighting in select spa treatment rooms to the air filtration systems in the fragrance area, which ensure a fresh atmosphere for exploring scent.

Despite its ample footprint, Etiket maintains a calm, intimate feeling without ever imparting that dreaded sense of being overwhelmed by hundreds of products.

"When you walk in, you can feel your shoulders relax, and you can just enjoy being in the moment," Tooley says. It's all part of what he calls "the Etiket way," an approach to creating an environment where connecting with the customer and their unique needs comes first.

"Etiket is not just a grab-and-go spot. It's about relationships and how we get to know people," says Tooley. To further nurture those budding client relationships in this new homebase, Etiket has special events on the books, like the recent beauty class with Tata Harper—the founder herself flew in to personally teach guests how to achieve their most radiant summer glow. "If you start with a spa treatment, we follow through with your skincare. If you come for a fragrance, we're going to take you on a journey until you find the one that makes you feel the best," adds Tooley.

Indeed, one of the most impressive features at Etiket, at both the Montreal and Toronto locations, is the fragrance selection, which includes more than 40 niche brands sourced from all around the world. "Finding a fragrance is an intimate thing," Tooley says, noting that the boutique's experts know all the right questions to ask in order to determine what each client is seeking, acting like



a fragrance matchmaker.

If you're searching for a new signature scent, you can rest assured you won't walk out of here smelling like your neighbour. With cult-favourite brands like Byredo, Creed, Parfums de Marly, Penhaligon's and Escentric Molecules, alongside even more unusual finds from the likes of Edinburgh's Jorum Studio and Portland's Imaginary Authors, there's an olfactory match for every vibe, mood and feeling.

Beyond its function as a retail space, Etiket complements its offerings with six spa rooms, which are quietly tucked away from the main shop floor. In addition to treatments featuring Hydrafacial, SkinCeuticals, Nuori and Pai Skincare, there are also bespoke services developed specifically for this location at The Well, and available exclusively here.

Take the SkinByVee treatment, custom-created by local facial superstar Vee Mistry, and introduced at Etiket Toronto this summer. Drawing upon European, Japanese and buccal massage techniques, the approach leaves the skin feeling more balanced, radiant and sculpted. Plus, fans of Tata Harper's made-in-Vermont green beauty line can book in for a facial at the only Tata Harper treatment room in Toronto, which is also just one of four in the world.

Beyond offering some relaxing TLC, the primary aim of the spa at Etiket is to help guide clients in achieving their skincare goals. "When you come for a treatment, it's not just about having you fall asleep in the room," Tooley says. "It's about us looking after you and discovering your skin's needs. People come to us with acne or different issues, and we're all about getting them results. You're going to leave looking and feeling better than when you walked in."

The team at Etiket is well trained on all of the store's product lines, often by the founders themselves. "Our level of knowledge and expertise allows us to make sure that when you're coming in, we can look at you, assess your skin, your lifestyle, et cetera, and determine what the right products are," Tooley says.

In addition to the spa treatments, you'll find plenty of skincare to upgrade your at-home routine. The boutique is especially focused on two specialties: results-driven skincare (the kind traditionally found in dermatologists' offices) and nature-powered products. You'll see face care from Augustinus Bader, Dr. Barbara Sturm and Agent Nateur, for example, alongside indulgent body care lines, including the vibey Wonder Valley, Bathorium (known for luxe soaks) and Huna Skin (beloved for its whipped body butter).

For the finishing touch, a cosmetics area includes discreet stations for makeup application. "Whether you're doing full glam or



a touchup, you have a quiet area where it doesn't feel like everyone in the mall is watching," Tooley says. Similar to its approach to skincare, Etiket gravitates towards a makeup style that flatters and enhances, rather than following the latest fads. To that end, the shop specializes in cosmetics with a less-is-more philosophy, carrying brands like Iliia, Glo Skin Beauty, Wonderblush and RMS Beauty.

Etiket's location at The Well also has the addition of hair care collections. Shelves are stocked with in-demand salon favourites like R+Co and Sachajuan, as well as hair care offerings from skincare brands like Augustinus Bader and Dr. Barbara Sturm, which add extra consideration to scalp health.

Offering care and advice from head to toe is a holistic approach that Tooley says stems from a place of trust. "If we're going to tell you what to put on your face, if we're going to tell you this is the right colour for you, if you're asking us to help you find a scent from 40 different fragrance brands—we're not going to show you everything," says Tooley. "You've got to trust us to help you find the one."

"When you walk in, you can feel your shoulders relax, and you can just enjoy being in the moment"





SPA ESCAPE IN THE CITY

A beauty writer visits Etiket Toronto to try a bliss-inducing, skin-transforming treatment



also said to improve lymphatic drainage, encourage circulation and give the face a more lifted appearance. (If you can't get enough gua sha, you can shop SkinByVee's cryo sticks in store, and bring your new routine home.)

When our hour-long spa escape is up, we can understand why Etiket has developed a fan following for its facial services, which feel both results-focused and restorative. We leave with dewy skin and—perhaps even more impressive than the promised “sculpt, lift and glow”—a sense of rare, blissed-out relaxation.



“Go ahead and take a deep breath in... and slowly let it out,” murmurs Jessica, a facialist with the soothing manner of a meditation coach. We're tucked in a particularly cozy corner of Etiket Toronto, cocooned in the boutique beauty retailer's sleek spa sanctuary, and mere minutes into this service, we can already tell we're in for a treat.

The spa menu here includes luxury facials by Tata Harper and Nuori (both offered in their own airy, dedicated rooms), alongside HydraFacial, Vivier and SkinCeuticals. But today, we're here to experience Etiket's latest exclusive offering: the SkinByVee Face Therapy, which just might be one of the city's most coveted facials, and unlike anything this beauty writer has tried before.

Popular as prep before red-carpet walks and other special occasions, the SkinByVee method was invented by Toronto's own Vee Mistry. The celebrity facialist has been lauded for her “skin-snatching” skills by those in the know, and heralded as an “ice queen”—a nod to her signature gua sha cryo sticks (more on this later). Outside of Mistry's own private studio, Etiket Toronto is the first location where you can book in for a SkinByVee treatment performed by a facialist who was personally trained by the founder herself.

The customized treatment, available here in a 60- or 90-minute session, is designed to help you forget life's stresses—at least while you're in this serene haven—hence the mood-setting, inhale-exhale breathwork to start. Next comes a series (yes, series) of targeted face massages so long and leisurely, it feels like an extravagance. “With this facial, it's very intuitive. It's about feeling the muscles to see where you need more attention,” explains Jessica, gently kneading in a cleansing balm to begin. Most of the skincare used for this service is from the Augustinus Bader line, adding to the sense of indulgence. Soon, we feel so tranquil, we're ready for a nap.

One of the most unique aspects of the SkinByVee treatment is the buccal massage, which, for the uninitiated, is a method where a facialist massages the surface of your lower face and the inside of your mouth (with gloved fingers, of course). Imagine it as a kind of deep-tissue workout for your cheeks and jawline. Fans swear by the technique's ability to improve everything from lymphatic drainage to blood flow, which contributes to more sculpted-looking contours you may notice right away. And if you're the type to hold all your tension in this part of your body (habitual teeth clenching and grinding are telltale signs), a buccal massage helps you release and relax.

After the buccal massage leaves us utterly chilled out, the treatment moves on to a series of innovative beauty devices: the ZIIP microcurrent device (which we find surprisingly gentle), an LED mask for red-light therapy, and SkinByVee's aforementioned signature gua sha cryo sticks, a futuristic-looking spin on a traditional tool.

Kept in a freezer until use, the custom-designed cryo sticks are cold to the touch (but not at all uncomfortable) to follow Mistry's zero-heat philosophy—the facialist believes that heat causes detrimental skin inflammation. The cryo sticks are used for gua sha, the traditional East Asian massage method that's

more impressive than the promised “sculpt, lift and glow”—a sense of rare, blissed-out relaxation.

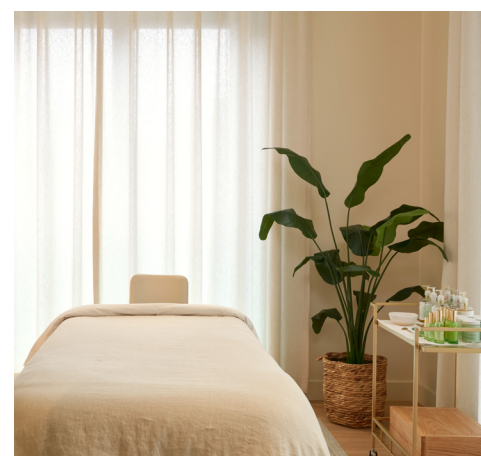
THE TREATMENT ROOMS



THE SIX TREATMENT ROOMS IN THE 1,800-SQUARE-FOOT SPA ARE TUCKED IN A SERENE PART OF ETIKET TORONTO'S BEAUTY BOUTIQUE.



THE SPA MENU HERE INCLUDES TREATMENTS FROM NUORI, HYDRAFACIAL, SKINCEUTICALS AND OTHER RESULTS-DRIVEN BRANDS.



ETIKET TORONTO IS ONE OF ONLY FOUR PLACES IN THE WORLD TO HAVE A DEDICATED TATA HARPER SPA TREATMENT ROOM.

HOW TO ACHIEVE THE BEST SKIN OF YOUR LIFE

Step one: Find formulas that suit your needs, starting with these tips and tricks

While many beauty trends quickly come and go, one remains in style season after season: healthy, radiant skin. And if you ask any beauty expert or dermatologist, they'll tell you the best way to achieve it is with a results-oriented skincare routine—targeted and tailored with the proper ingredients for your individual needs, and consistently applied over the long term.

For a shortcut to building a just-right regimen for you, head to a curated beauty destination like Etiket Toronto at The Well, where the array of product options is vetted for effectiveness, and the team is on hand to answer your burning questions. Whether you're looking for a science-based approach to skincare or more spa-like pampering, here are a few key tips and tricks to help you get your best skin ever.



HOLISTIC BEAUTY RITUALS

The modern approach to beauty and wellness is all about achieving an inside-out glow, drawing upon nature. It goes without saying that an essential is a broad-spectrum sunscreen, a must for all skin types and tones. Look for an SPF with mineral filters like zinc oxide and titanium dioxide, which tend to be gentler on sensitive

skin. The latest formulas offer mineral-based protection in cosmetically elegant, easily blendable and lightweight sunscreens that also play well with other skincare.

TRY: COLORSCIENCE SUNFORGETTABLE TOTAL PROTECTION FACE SHIELD FLEX SPF 50, \$73, ETIKET.CA

Along with sun protection, a multi-tasking moisturizer is another staple step. Consider an advanced, one-and-done formula, which can

not only help plump and hydrate skin with a hero ingredient like hyaluronic acid, but also problem-solve specific concerns with a mix of actives, like vitamin C to brighten a dull-looking complexion.

TRY: NUORI THE ONE FACE CREAM, \$95, ETIKET.CA

For complexion care that goes beyond what you apply topically, consider incorporating a beauty-boosting supplement with marine collagen

to support your hair, skin and nail health. And for those days when you have a few extra minutes to spare, reach for a spa-inspired tool to elevate your routine. Drawing upon the ancient healing practice of gua sha, facial massage will help promote lymphatic drainage—and not to mention, it feels amazing.

TRY: AGENT NATEUR HOLI MANE, \$124, AND SKINBYVEE GUA SHA CRYO STICKS, \$175, BOTH ETIKET.CA

LUXURY SKINCARE EXPERIENCES

Treating yourself to luxurious skincare at home—including formulas designed to delight the senses—is the ultimate way to indulge in a pampering, spa-like experience. Start off with an essence that's applied directly after cleansing as the first step in giving your skin added hydration. Essences, a product type that originated from Korea, have a water-like consistency and help enhance the absorption of skincare that's layered over top.

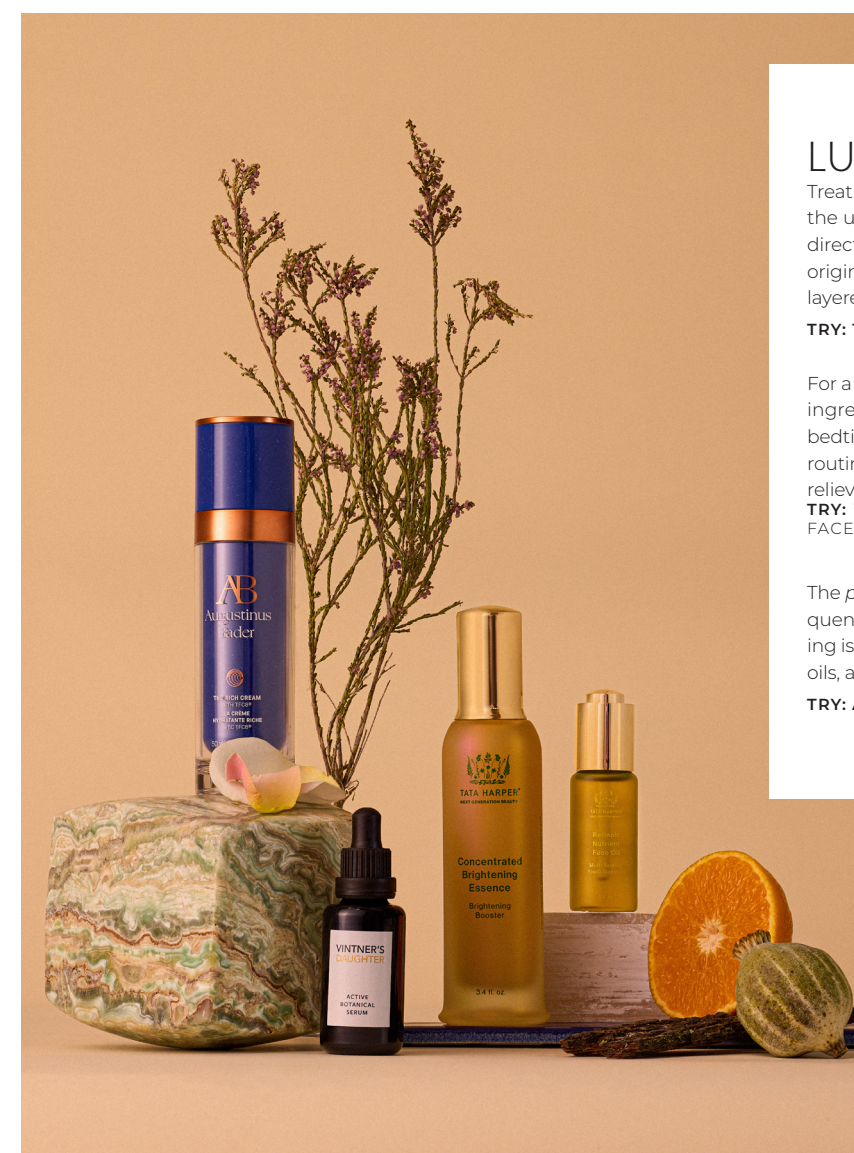
TRY: TATA HARPER CONCENTRATED BRIGHTENING ESSENCE, \$329, ETIKET.CA

For a double dose of moisture, pair your essence with a nutrient-dense serum that's packed with targeted ingredients to help tackle dryness, fine lines and wrinkles. Adding in a nourishing oil, especially before bedtime, is also well worth the investment. Applying a few drops as the last step in your nighttime skincare routine locks in moisture, and when paired with a massaging gua sha tool or facial roller, this step will help relieve tension in your muscles and melt away stress.

TRY: VINTNER'S DAUGHTER ACTIVE BOTANICAL SERUM, \$255, AND TATA HARPER RETINOIC NUTRIENT FACE OIL, \$209, ETIKET.CA

The *pièce de résistance* of any routine is a rich cream, as there's nothing like the glow you get from deeply quenched skin. A plush moisturizer with cutting-edge technology and covetable, vanity-worthy packaging is the perfect way to finish off your pampering session. Look for a formula that contains soothing plant oils, a humectant to draw in moisture, and skin softeners like shea butter and squalane.

TRY: AUGUSTINUS BADER THE RICH CREAM, \$400 FOR 50ML, ETIKET.CA



HIGH-SCIENCE SOLUTIONS

For formulas that come pro-approved, look to skincare created in conjunction with dermatologists and other doctors. Often bolstered by plenty of clinical data, these results-driven products are typically packed with actives to swiftly target a wide range of skin concerns. A key addition to your beauty arsenal is a concentrated serum—this type of formula has a thinner consistency, which means it's able to deliver ingredients more deeply into the skin. Getting the best results is all about matching your specific concern with the right ingredients. To help counter signs of aging, like fine lines and lack of firmness, for example, scan labels for actives like growth factors and vitamin C.

TRY: VIVIER GRENZCINE SERUM, \$334, AND SKINCEUTICALS C E FERULIC, \$208, ETIKET.CA

As skin ages, hyperpigmentation is all too common. To help fade stubborn dark spots, reach for a targeted corrective serum with a brightener like tranexamic acid. If your skin is in need of moisture, hyaluronic acid is impressively hydrating and suitable for all. It can be found in most serums—as well as in dedicated H.A.-based formulas that provide a plumping effect, leaving skin looking bouncy and extra dewy.

TRY: SKINMEDICA LYTERA 2.0, \$170, AND DR. BARBARA STURM HYALURONIC SERUM, \$415, ETIKET.CA



HOMEGROWN BEAUTY INNOVATORS YOU'LL LOVE

Pamper yourself from head to toe with these luxe labels, made with local pride

As much as we adore exploring the whole wide, wide world of beauty, we can't help but wave the flag for the cool, new brands born right here in Canada. Read on to meet four of the proudly homegrown labels you should know, all creating

elevated formulas with highly effective ingredients, a sustainable mindset and elegant, display-worthy packaging. All of these Canadian brands—and many more—are available at etiket.ca and Etiket's boutiques in Montreal and Toronto.



SIDIA

This stylish, Toronto-based brand from Erin Kleinberg (co-founder of The Coveteur) takes its name, Sidia, from her late grandmother, and its body care and candle collection is inspired by the “self-care rituals of all our matriarchs.” The fragrance-forward goods promise to transport you to another world, encouraging you to carve out time for yourself. The collection includes a hydrating body serum featuring hyaluronic acid, squalane and prickly pear; a non-greasy hand serum with cactus flower and avocado butter; and a series of almost-too-pretty-to-use candles. All of the products are vegan and cruelty-free, feature no parabens or sulfates, and come packaged in sustainable materials, like responsibly sourced paper with soy-based ink.

SIDIA THE HAND SERUM, \$40, THE BODY SERUM, \$52, AND BRALESS WAX CANDLE, \$68, [ETIKET.CA](http://etiket.ca)



WONDERBLUSH

The Montreal-based brand Wonderblush was created by makeup artist Melanie Hachey, alongside her husband, Don Nguyen, after she found her daughter playing with the products in her kit. Hachey took a long look at the ingredient lists and realized she wasn't comfortable with her child testing the formulas. So, she decided to build her own line of lip, eye and cheek products, prioritizing high-quality, clean ingredients, rigorously tested for safety. The result is an aesthetically pleasing collection of powder blushes, bronzing powders, liquid eyeshadows, tinted lip oils and more. They're all made in Canada and are entirely vegan, Leaping Bunny-certified, and housed in PCR plastics and other recyclable materials.

WONDERBLUSH LA LAQUE TINTED LIP OIL, \$32, LE FARD BLUSH, \$36, AND LE ROUGE LIPSTICK, [ETIKET.CA](http://etiket.ca)



MELA & KERA

Luxury meets sustainability with Mela & Kera, the hair care line from Jason Lee, one of Toronto's most in-demand stylists and colourists, especially for his balayage skills. The seasoned pro knows good hair—and how damaged it can become after years of colouring and heat styling—so he created products that target brittle, over-processed strands with botanicals sourced from around the world. Within the sleek pink bottles, which are recyclable and/or made from recycled (PCR) plastics, you'll find ingredients like rose of Jericho from Mexico for water retention, green caviar from the Philippines for added hydration, castor oil for sealing the hair cuticle, and quinoa for colour longevity. The scent adds to the delightful experience, with notes of cedarwood, musk and amber.

MELA & KERA BALAYAGE EXCEPTIONNEL SHAMPOO, \$46, SMOOTH ENDS, \$46, AND CONDITIONER, \$48, [ETIKET.CA](http://etiket.ca)



DEALBODIES

For many people, body care is an afterthought compared to face care. But for Dealbodies, all skin—from the neck and chest to the back and bottoms of the feet—deserves proper attention. After all, there's a lot of it, and it can suffer from acne, sensitivity, eczema and dryness, too. That's why the body care range from Toronto-based fashion and beauty editor Kryss Deal Lunarado features high-performance skincare ingredients like retinol, lactic acid, hyaluronic acid and ceramides, in products like a hydrating body mask, resurfacing body serum and clarifying body wash. Also unique: All of the products are water-free, making each formula more concentrated and potent, while reducing water consumption during production.

DEALBODIES REST STOP RETINOL RESURFACING BODY SERUM, \$68, AND HIGH GEAR AHA CLARIFYING BODY WASH, \$38, [ETIKET.CA](http://etiket.ca)