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The 50 beauty products that will change your life

We're thrilled to share our first annual Beauty Disrupter Awards, which spotlight the most exciting and impactful launches of the year. In this special issue, beauty director **Katherine Lalancette** reveals the products that made a difference—makeup, skincare, hair, nails and more—and celebrates the brands that took a stand. Plus: why all this disruption matters

PHOTOGRAPHY BY MAYA FUHR



YAMEL WEARS CHANEL LE VERNIS NAIL POLISH IN BLEU PASTEL, \$33, CHANEL.CA

JUDITH & CHARLES JACKET, \$495, LACOSTE TOP, \$98, H&M EARRINGS, \$15

The new face of beauty

Something fascinating, even profound, is happening in the cosmetics industry: Customers, not companies, are suddenly calling the shots. **Leanne Delap** reports

It was almost 10 years ago that Shelley Rozenwald, then the beauty director of Hudson's Bay and Lord & Taylor, sat on a freezing bench outside the latter's 5th Avenue flagship in New York City and observed her customers as they entered the main floor beauty hall in the pre-Christmas rush. "One in three was not Caucasian," she says. "I followed them inside, and I saw what they saw. Or rather, what they didn't see: There was no counter imagery that reflected them, no shades tailored to their needs. You better believe I got straight on the phone!"

Of all the major disruptions that have taken place

in beauty in the tumultuous past decade, the need for inclusivity has been the big lesson that beauty brands have learned the same way Rozenwald did: schooled by consumers. And brands have finally listened. Following on from the 40 shades of Fenty Beauty foundation phenomenon, the range of colours at counter is up 22 per cent over the past five years, according to Nielson Report's Future of Beauty study.

Consumer passions have driven other major beauty disruptions, too, such as the "clean" beauty movement, toward natural ingredients and away from ingredients, such as parabens, deemed "toxic." People are choosing

to buy from brands that reflect their social justice and environmental values.

And there is a mass desire for personalization: products that provide solutions for an individual's needs. This last shift is much more resonant than it sounds at first blush. It is profound: We are in the process of outright rejecting the unattainable ideals of beauty and the traditional one-size-fits-all approach.

The glamour industry came to life in the 1920s on Hollywood's Golden Age stars and at drug and department store counters courtesy of innovators such as Helena Rubinstein and Estée Lauder. **CONTINUED ON PAGE 4**

LABORATOIRES
Embryolisse.

LAIT-CRÈME CONCENTRÉ

Try this exceptional cream, a real beauty secret for decades. It's THE favourite multifunctional care of makeup artists around the world. It removes makeup, moisturizes, nourishes, repairs, soothes... your skin will love it!

Embryolisse.
Les HYDRATANTS

Lait-Crème Concentré

Soin hydratant nutritif
multi-fonctions
Multifunction nourishing
moisturizer

Tous types de peaux
For all skin types

Now available in Canada at Shoppers Drug Mart (select stores) and beautyboutique.ca

EMBRYOLISSE
WHERE BEAUTY BEGINS

www.embryolisse.ca

THE KIT X EMBRYOLISSE

FRENCH SKINCARE TRICKS AT YOUR FINGERTIPS

Borrowed from the kits of Europe's top makeup artists and models, Embryolisse is now available in Canada

True travellers know that the best beauty shopping isn't done in department stores or local markets: it's actually pharmacies that boast the best how-did-I-ever-live-without-this finds. And anyone who travels to France frequently knows that the king of the country's covetable skincare offerings is Embryolisse, a do-it-all range of nourishing balms, hydrating cleansers and radiance boosters that is beloved by makeup artists and dermatologists alike.

Thankfully, as of last fall, you don't need to book a plane ticket to score the Lait-Crème Concentré that started it all almost 70 years ago. Now available in Canada, the dermatologist-created skin miracle can be used as a mask or mixed with your foundation to create the perfect glow. To explore the entire range of cult faves, we gave beauty experts and influencers Jaclyn and Kiara a kit of Embryolisse essentials and asked them to give us their insider take.



FROM LEFT: EMBRYOLISSE SMOOTH RADIANT COMPLEXION, \$49; EMBRYOLISSE COMPLEXION ILLUMINATING VEIL, \$36; EMBRYOLISSE RADIANT EYE, \$33; EMBRYOLISSE LASHES & BROWS BOOSTER, \$45. SELECT SHOPPERS DRUG MART STORES AND BEAUTYBOUTIQUE.CA



JACLYN FORBES
@JACLYNFORBES

What's your beauty philosophy?

"It revolves around 'less is more.' I am skin-obsessed, so I love a very natural and dewy base. The Embryolisse Complexion Illuminating Veil is a great foolproof product for that. I'm at a stage where I feel more comfortable with my skin than ever before, so I like the light coverage."

What is most important to you when looking for skincare?

"Since I grew up with acne-prone skin, finding non-irritating products is a priority. Embryolisse is one of those brands that I know won't make my skin react. It's a staple for a reason: it has a history of working well on a variety of skin types."

What is the overall standout product for you and why?

"The Lait-Crème Concentré is the first product I ever tried from Embryolisse. It's a cult product for a reason. As a makeup artist, I always have it in my kit because it's a great, no-fuss, multi-use product, and personally I love it as a daily moisturizer. It's a product that I savour and end up squeezing out of the tube until the last drop."

EMBRYOLISSE COMPLEXION ILLUMINATING VEIL, \$36. SELECT SHOPPERS DRUG MART STORES AND BEAUTYBOUTIQUE.CA

EMBRYOLISSE SMOOTH RADIANT COMPLEXION, \$49. SELECT SHOPPERS DRUG MART STORES AND BEAUTYBOUTIQUE.CA

KIARA SCHWARTZ
@TOBRUCKAVE

What's your beauty philosophy?

"A beauty routine doesn't just consist of what you put on your skin—I truly believe in a well-rounded self-care philosophy. Embryolisse's Radiant Eye is my favourite product to apply in the morning—it helps refresh tired and puffy eyes. I look forward to it when I wake up."

What's most important to you when looking for skincare?

"Trust is big when it comes to choosing skincare. I think the French know skincare inside out—Embryolisse delivers on that reputation in an affordable way and has always given my skin an instant glow. Its Smooth Radiant Complexion cream has this soft and light feel that really makes my skin feel moisturized and dewy, even in this winter weather."

What's one of your current product crushes?

"I'm obsessed with Embryolisse's Lashes & Brows Booster. I had eyelash extensions for about six months and my lashes became so short; I have been using the serum for three weeks and my lashes are already recovering nicely."





YAMEL WEARS M.A.C CHROMA-GRAPHIC PENCIL IN PRIMARY YELLOW AND GENUINE ORANGE, \$22 EACH, MACCOSMETICS.CA
H&M TOP, \$20, THE NORTH FACE HAT, \$35, CADETTE EARRINGS, \$175

Best makeup

Cosmetics that will make you want to play



The foundation that thinks of everyone
Following Fenty Beauty's lead, it seems every brand extended its shade range. While some tacked on a few dark hues and called it a day, others, like Cover-Girl, did it right, developing colours for all. At \$13, this launch made finding a match more accessible than ever.

COVERGIRL TRUBLEND MATTE MADE FOUNDATION, \$13, SHOPPERSDRUGMART.CA



The concealer that can hide anything
As Rihanna proclaimed on Instagram, this medium-to-full-coverage concealer is "the cure" when you're "looking busted." Indeed, the undetectable potion brightens dark circles, erases imperfections and stays put all day.

FENTY BEAUTY PRO FILT'R INSTANT RETOUCH CONCEALER, \$32, SEPHORA.CA



The radiance-booster that looks like skin
Always on the hunt for more luminous skin, we were beyond jazzed when Charlotte Tilbury introduced this do-it-all skin-enhancer. Use it as a primer, mix it with your foundation or apply it as a highlighter to impart dreamy, glitter-free dewiness.

CHARLOTTE TILBURY HOLLYWOOD FLAWLESS FILTER, \$50, CHARLOTTETILBURY.CA



The brow prod that makes microblading obsolete
With one nifty click pen, you can create glorious arches in minutes. First, fill in sparse spots and create dimension. Then, clean up your shape and lift your gaze with the definer and highlighter.

BENEFIT COSMETICS BROW CONTOUR PRO, \$46, SHOPPERSDRUGMART.CA



The powder that doesn't dull your glow
No more having to choose between radiance and staying power. This pearl-pigment-infused version of Laura Mercier's fabled setting powder allows you to lock down your makeup and show off an all-over gleam.

LAURA MERCIER TRANSLUCENT LOOSE SETTING POWDER GLOW, \$48, SEPHORA.CA



The eye pencil that turns anyone into a makeup artist
Shiseido revamped its entire makeup line with 22 new products, including this pencil, a liner, kajal and shadow all wrapped into one. It features a built-in sponge for the quickest smoky eye ever.

SHISEIDO KAJAL INKARTIST, \$34, THEBAY.COM



The eyeshadow that's a party trick in a bottle
Upon application, the two colours in this liquid shadow magically morph into one holographic hue. It feels super lightweight and won't transfer once dry, so you don't have to worry about getting glitter all over your face.

STILA SHADE MYSTÈRE LIQUID EYESHADOW, \$31, SEPHORA.CA



The mascara that won't flake on you
Glossier finally extended its can't-believe-it's-makeup aesthetic to our lashes. It took 248 tries, but the winning formula enhances lashes sans clumps or stiffness thanks to tiny fibres that add length. Extra points for being water-resistant yet easily washing off.

GLOSSIER LASH SLICK, \$20, GLOSSIER.COM



The lip colour you don't have to babysit
This ink feels so weightless, you'll forget you're wearing it. The matte colour can be built up from sheer to vibrant and lasts for up to 300 kisses (yup, they actually tested that) while keeping lips hydrated.

CLARINS WATER LIP STAIN, \$25, CLARINS.CA



The setting spray that rivals any filter
Just like M.A.C's O.G. mist, this spray hydrates skin and prolongs the lifespan of makeup, but thanks to the subtle shimmer it also instantly illuminates. Think of it as a ring light that follows you everywhere you go.

M.A.C PREP + PRIME FIX+ (SHIMMER), \$31, MACCOSMETICS.CA



LEFT: NIKE TOP, \$68
RIGHT: NIKE SPORTS BRA, \$35



The self-tanner you can't mess up
No more stressing out about streaks or waking up to an Hermès orange face. This mousse goes on seamlessly, adjusts to your skin tone and dries in seconds.

JERGENS INSTANT TAN SUNLESS TANNING MOUSSE, \$16, WELL.CA



The razor that actually makes shaving enjoyable
Gillette Venus's first-ever metal handle razor glides over skin to give you a quicker, closer shave and a smooth feeling that lasts and lasts.

GILLETTE VENUS PLATINUM EXTRA SMOOTH RAZOR, \$13, AMAZON.CA



The body wash that elevates your morning shower
You'll find yourself delighting in this foam's creamy lather and earthy shea butter scent. Suddenly, getting up early won't seem as torturous.

OLAY WHIP FOAMING BODY WASH IN SHEA BUTTER, \$6, WALMART.CA



The bath product that doubles as therapy
The neroli and eucalyptus alone will help you relax, but it's the addition of (non-psychoactive) cannabis sativa seed oil that will really soothe your senses.

NANNETTE DE GASPÉ BAIN NOIR BATH SOAK TREATMENT, \$325, HOLTRENFUEW.COM



The moisturizer that lets you get dressed quickly
Rich and nourishing like a butter yet light as a lotion, this fast-absorbing body cream disappears into skin so you don't have to sit around and wait to put your clothes on.

NIVEA NOURISHING CARE CREAM, \$18, WELL.CA



Why disruption matters

Michele Burchiani, Montreal beauty enthusiast and Instagrammer, on the power of men's makeup going mainstream

"Although deeply rooted, the social stigma around men and makeup is slowly being chipped away at. As a man who loves beauty, it's incredibly exciting to see icons like Chanel and Tom Ford coming out with launches specifically designed for male-identifying consumers. These products are speaking to a whole new audience that may have been, for one reason or another, too shy or afraid to dabble with makeup before. I'd love to see more accessible brands follow suit, reaching a much wider demographic of shoppers and propelling the discussion even further. For me, beauty is universal. It's something anyone and everyone can feel and live. Going beyond the binary, I hope to see a time when makeup no longer needs to be so neatly targeted to one gender or another."



The future of beauty will be...clean

Intel from Romain Gaillard, founder and CEO of natural beauty retailer The Detox Market

"While we've come so far, we still have a long way to go when it comes to sustainability. In the future to come, I believe an ever-increasing number of brands will realize that green beauty does not mean a sacrifice of quality, craftsmanship or efficaciousness—that you can respect green measures and still come out on top. I hope that the future sees people coming to green beauty out of a recognition that botanically powered formulas are simply the best. Yes, they are better for you, too, but green beauty has so much more to offer beyond a fear-based mentality."

Best skincare

Face-savers that make every day a good skin day



ELIZABETH WEARS RMS BEAUTY LIVING LUMINIZER, \$48, THEDETOX-MARKET.CA

SMYTHE JACKET, \$925, TOP, \$435



The oil that gives you post-facial skin

The search for the most perfect face oil ever produced has come to an end. Hydrating but never heavy, this elixir feeds and fortifies skin with vitamins, amino acids and omegas 3, 6 and 9 to yield a megawatt glow.

SUNDAY RILEY JUNO HYDROACTIVE CELLULAR FACE OIL, \$92, SEPHORA.CA



The face cream made just for you

Clinique's bespoke moisturizer gives skin exactly what it wants. Pick a base (either a moisturizing lotion, oil control gel or hydrating jelly) from the iconic Dramatically Different line, then select a cartridge to target your main concern, be it visible pores or pigmentation.

CLINIQUE ID DRAMATICALLY DIFFERENT HYDRATING JELLY, \$47, THEBAY.COM



The cleanser that treats skin right

In the right corner, we have the double-cleansing fans. In the left, we have those who fear overwashing will disturb skin's flora. But no need to fight; we've found the ideal compromise. Enriched with coconut and murumuru seed butter, this cleanser traps impurities while protecting skin's moisture barrier.

DERMALOGICA INTENSIVE MOISTURE CLEANSER, \$56, SEPHORA.CA



The eye cream that's better than coffee

Hold the espresso. According to Fresh, it's black tea we should turn to when running low on Zs. The ingredient gets top billing in the brand's new eye serum, which works to firm and brighten the area, making us look more awake. The refreshing gel also visibly lifts skin and reduces the look of lines and wrinkles.

FRESH BLACK TEA FIRMING EYE SERUM, \$95, SEPHORA.CA



The gadget that brings the medi-spa home

The idea of DIY microdermabrasion can seem a tad intimidating, but don't be scared. Not only is this high-tech tool 100 per cent safe, it's crazy effective, removing dead cells and improving skin's tone and texture. It's also equipped with different tips and modes so you can customize treatments for your face—even if you're sensitive—and body.

SILK'N REVIT PRESTIGE, \$199, SILK.N.CA

The dryness cure that beats the polar blahs

There comes a point each winter, after myriad creams have failed, where every Canadian simply accepts that their skin will be tight, dull and flaky until spring returns. This, fellow Canucks, is the antidote: a dual-phase serum that deeply hydrates for 24 hours and ushers you back to mid-June moisture.

BIOThERM AQUASOURCE AURA CONCENTRATE, \$68, SEPHORA.CA



The sunscreen you'll forget you're wearing

This SPF 50 sunscreen shields skin with broad-spectrum protection yet somehow feels like water (it's made with hydrating hyaluronic acid and glycerin). That means no more white cast, clogged pores or icky sticky feeling that causes you to become a sand magnet.

NEUTROGENA HYDRO BOOST WATER GEL LOTION SPF 50, \$16, AMAZON.CA

The hybrid we never knew we needed

The phrase "sunshine in a bottle" sounds like a total cliché but there is truthfully no other way to describe this product. On top of warming up your complexion, the tinted serum actually mimics the antioxidant benefits of vitamin D, a.k.a. the sunshine vitamin. Skin looks healthy, happy and subtly bronzed, as though you've just returned from some exotic locale.

DRUNK ELEPHANT D-BRONZI ANTI-POLLUTION SUNSHINE DROPS, \$44, SEPHORA.CA



The serum that turns back the clock

The age-reversing prowess of retinol without all the "baggage," as celeb skin guru Ole Henriksen so aptly put it. The secret to his serum is bakuchiol, a natural alternative to vitamin A derivatives. It tackles all the major signs of aging, from fine lines and wrinkles to dark spots and dullness, but doesn't cause any irritation or redness, and is even safe to use during pregnancy.

OLE HENRIKSEN GLOW CYCLE RETIN-ALT POWER SERUM, \$70, SEPHORA.CA

The new face of beauty

CONTINUED FROM COVER

For nearly a century, consumers were sold on the idea that the transformation dream lay in a tube, or a jar. In her book *Glamour: Women, History, Feminism*, social historian Carol Dyhouse dissects the role of cosmetics in the glamour landscape, from Clara Bow to Lady Gaga.

Dyhouse explains that we once moved en masse with beauty trends, alongside the predominant fashions of the times—Old Hollywood red-lipped sirens gave way to the understated New Look of the 1940s, then lurched to the swinging '60s Dolly Bird look, made a detour through the hippie return to naturalism and whiplashed back to the power-suit artifice of the '80s. The point is: There used to be one beauty train, and everyone dutifully got on it (or lamented that they didn't fit the mould).

We are no longer buying into pre-fabricated looks or trends decreed from anonymous corporate offices on high. Today, beauty is about self-expression. The big brands have had to move swiftly to accommodate this shift in perspective—for example, CoverGirl recently swapped its long-time tag line, "Easy, Breezy, Beautiful," for a slogan that recognizes the imperative of individuality and empowerment: "I Am What I Make Up." Because over the past decade, our view onto pop culture has been smashed into billions of individual lenses upon the world.

"In terms of emotional connection, which is at the heart of consumer decision-making in beauty, social media is by far the biggest disrupter there is," says Rozenwald.

"Women don't want to conform to a narrow definition of beauty that was at one time decided by a group of mostly men who ran the industry."

base. As well, limited-edition "drops" of new makeup or skincare direct-to-consumer via social media have upended the way brands used to release collections of products seasonally, forcing the industry's distribution model to change and to hurry the heck up.

Reacting is a new skill for the cosmetics giants who once ran the show. "Years ago, the large beauty brands owned the market and were rarely challenged from an ingredient, multicultural or efficacy perspective," says Murale cosmetics director Catherine Woods. "Today we are seeing indie beauty brands launching on

almost a daily basis, with huge emphasis being placed on product ingredients, proven efficacy and shade inclusivity."

These indie brands are what Rozenwald calls "the catalysts of change," bringing waves of shiny new ideas that are capturing beauty-lovers' attention. People now do their homework before they buy, and consumers of beauty—ahead of other packaged goods—toggle seamlessly between online and off when handing over their cash.

But the millennial consumer has some further demands to make of the makers of their beauty products. They no longer want to be faceless, and they want to feel an authentic connection. "The story of the changing beauty

industry is a positive one—of women's empowerment, entrepreneurship, inclusiveness and a better shopping experience," according to an op-ed from industry publication *Business of Fashion*. It adds that consumers expect brands to reward loyalty and want to be able to mix and match high- and low-priced products without barriers. They're embracing the new virtual try-on-at-home apps that have disrupted bricks-and-mortar sales, and then, naturally, they want to share the experience with their friends. But most importantly: "They don't want to conform to a narrow definition of beauty that was at one time decided by a group of mostly men who ran the industry."

And modern beauty consumers will put their money where all those values align: Nielson reports that three-quarters of millennial consumers will pay a premium for items with "added social value." Again, consumers are doing their due diligence to keep brands on their toes on sustainability, ethical and sourcing issues. "Within the beauty sector especially," the 2018 report states, "consumers seem to want to identify themselves with the brands they purchase."

But at the end of the day, consumers still benefit from a little help from the pros—witness digital beauty startup Glossier opening physical stores staffed by advisers in millennial pink jumpsuits in New York and Los Angeles, as well as pop-up showrooms in Toronto, London and Paris. "Personalization still requires actual personal help," says Rozenwald. "Influencers are great, but what type of training do they have? Yes, social media means retailers have to up their game. But at the end of the day, face time and a two-way conversation are the best way to find the right products for each individual customer."

Sorry, guys—no matter how many more beauty disruptions lie ahead, you will occasionally have to leave the house to keep your makeup bag fully stocked.



YAMEL WEARS NYX VIVID BRIGHTS CRÈME COLOUR IN ENDLESS SKIES, \$12, NYXCOSMETICS.CA

HAYLEY ELSAESSER TOP, PRICE UPON REQUEST



CLARA WEARS GIORGIO ARMANI ECSTASY LACQUER LIPSTICK IN RED TO GO, \$46, ARMANI-BEAUTY.CA

CADEITE NECKLACE, \$195

Best of Canada

Patriotism never looked so good

The pioneer who is more relevant than ever

Vancouver's Rose Marie Swift changed the game with her luxe take on green beauty. Her Living Luminizer's been a celeb fave (think: Meghan and Gisele) for years, and this stunning new rosy shade will surely follow suit.

RMS BEAUTY CHAMPAGNE ROSÉ LUMINIZER, \$48, THEDETOXMARKET.CA



The local hero that had everyone talking

The world lost a trailblazer this January with the passing of Brandon Truaxe. One of the Deciem founder's last launches, a copper-peptide-spiked "Buffet" serum, perfectly exemplified his vision, making a prestige ingredient available to everyone.

THE ORDINARY "BUFFET" + COPPER PEPTIDES 1%, \$29, THEORDINARY.COM



The up-and-coming Canuck to keep an eye on

Toronto spa legend Céline Tadrissi's skincare line Céla harnesses the power of local botanicals. We're particularly fond of this healing balm, which treats everything from irritated skin to brittle hair.

CÉLA ESSENTIAL BALM, \$45, THISIS-CELA.COM



Best drugstore finds

“Start the car!” level steals

The future of beauty will be... customized

Intel from Marc Rey, chief growth officer of Shiseido and CEO of Shiseido Americas

“Artificial intelligence is going to play a major role because it’s driving a lot of things now, like facial recognition, which is going to help generate more personalized recommendations. Through a person’s cell phone, you could know what their skin is like and identify certain lifestyle habits. If they’re blonde with a tendency to burn and are in the sun, you could tell them when to reapply sunscreen. If they start using a new wrinkle cream, you could show them what results they’ll see in three weeks. All of this is perfectly feasible. The obstacles aren’t technological, they’re legal.”



AMALIA (LEFT) WEARS FENTY BEAUTY MATTE MOÏSELLE PLUSH MATTE LIPSTICK IN TURKS & CAICOS, \$23, SEPHORA.CA

LEVI'S JACKET, \$178. ANDREW COIMBRA EARRINGS, \$55

SUZ WEARS SWAROVSKI NECKLACE, \$210

Why disruption matters

Canadian influencer Grece Ghanem, 54, on what it means to see older women front beauty campaigns

“Sometimes I think about how the responsibilities and career paths for women nowadays are so different from those my own mother had growing up. The mindset at my mother’s time defined women in a single role: mostly at home as housewives. Women did not have much visibility, especially as they got older. That’s why seeing more mature women being acknowledged in the beauty industry brings me so much joy. As someone who’s achieved success as an influencer at this stage in my life and participated in campaigns myself, I feel proud and visible, but also responsible for representing a wide range of women who until recently couldn’t relate to the faces they saw in ads. I’m a strong believer that there is beauty in every age and that we should celebrate that beauty as it changes and evolves.”



The skin-saver that won't give you buyer's remorse

A mix of high and low molecular-weight hyaluronic acid (to attract moisture to skin's surface *and* hydrate deeper layers), this plumping serum measures up to any high-end competitor.

L'ORÉAL PARIS REVITALIFT TRIPLE POWER LZR 1.5% PURE HYALURONIC SERUM, \$38, SHOPPERSDRUGMART.CA



The makeup must-have you can afford to buy in bulk

Eight ultra-pigmented, velvety shadows (and infinite eye makeup possibilities) for only \$16. And while each hue deserves a turn on your lids, you won't feel as guilty neglecting a few shades as you would with one of those pricier palettes.

REVLON COLORSTAY LOOKS BOOK EYE SHADOW PALETTES, \$16, SHOPPERSDRUGMART.CA



The product that yields shampoo-commercial hair

Powered by detoxifying charcoal, this root wash does away with scalp buildup and keeps grease at bay without stripping hair of its moisture or colour. Translation: You can skip the shampoo and hold onto to that bouncy, clean hair look for longer.

PANTENE CHARCOAL SHAMPOO PURIFYING ROOT WASH, \$10, WELL.CA

The lipstick that literally looks good on everyone

Finding your one true red is like searching for your soulmate, only there isn't a dating app for that. Thankfully, Maybelline's taken the guesswork out of the equation, devising a matte red shade that's flattering on everyone. (They tested it on 50 skin tones to make sure.)

MAYBELLINE NEW YORK SENSATIONAL MADE FOR ALL LIPSTICK IN RED FOR ME, \$11, SHOPPERSDRUGMART.CA



The brush you'd swear cost a fortune

This brush isn't technically new, having been a hit in Australia for a few years now, but it only recently became available in Canada. The ergonomic handle and tightly packed synthetic fibres (it's cruelty-free) pick up just the right amount of product and make buffing a breeze.

NUDE BY NATURE FLAWLESS BRUSH, \$24, SHOPPERSDRUGMART.CA



THE KIT X SILK'N

EXFOLIATION EXPLAINED

Here's how to bring high-tech (yet gentle) microdermabrasion home for your glowiest skin yet



REVIT PRESTIGE, \$199, SILKN.CA AND SHOPPERS DRUG MART

If you're a beauty enthusiast, you've likely already clued into the perks of regular exfoliation: sloughing off dead skin cells is your shortcut to an immediate glow-up. But if your go-to method is rubbing a gritty, old-school scrub all over your face, there's a better way: the Silk'n ReVit Prestige (\$199, at silkn.ca), a game-changing microdermabrasion device you can use on your own. The medspa-inspired gadget combines diamond peeling tips with gentle vacuum suction (this sucks up the dead skin cells being shed), all in a user-friendly, cordless wand with intelligent tech. With regular use, it not only gets rid of what's dulling your shine, but also reduces the look of age spots, skin irregularities and shallow acne scars. Incorporating this advanced treatment into your at-home routine is easy.

Read on for the dos and don'ts of microdermabrasion.

DO: Use it as your skincare starter. How do you get your holy-grail serums, treatments and lotions to work their magic even more effectively? Help the hero ingredients absorb more deeply into your skin by exfoliating first (think: out with the old, in with the new). Once your face is freshly cleansed and dry, all you need is a four-minute session with the Silk'n ReVit Prestige, just once or twice weekly, to clear the way.

DON'T: Be daunted by the DIY process. The Silk'n ReVit Prestige makes the step-by-step so simple with its inbuilt LED screen, so there's zero guesswork. Once you've attached your treatment tip, press “power” and start the program. The smart Auto Mode will show you—right on the display—exactly where to

place the tip on your face, which direction to move in and how much time is left. Just slowly glide the wand over each area until you're done. (Visit youtube.com/silknofficialsite for a tutorial.)

DO: Fine-tune the settings to suit your skin. You might have assumed microdermabrasion would irritate your skin, especially if you tend to be sensitive. But the Silk'n ReVit Prestige is a gentle, home-use device designed for all skin types since the treatment is adjustable. You can change the intensity (there are three vacuum settings), and also choose from three different diamond peeling tips (fine, regular and body). The fine attachment is ideal for delicate zones, such as around your eyes, nose and mouth, while the regular head is meant for the rest of your face and neck. Remember, there's no need to

press hard for microdermabrasion to work.

DON'T: Forget to exfoliate from head to toe. Beyond your face, you can also use the Silk'n ReVit Prestige to get smooth all over; the third diamond peeling tip is made to cover bigger parts of your body, including your arms and legs. It'll have the same beauty benefits, improving your skin texture, tone and elasticity, stimulating circulation and leaving you touchably soft.

DO: Follow up with nourishing skincare—and SPF. Once your DIY microdermabrasion session is done, rinse your skin with cold water to cool it off and wash away any exfoliated debris. Apply your favourite skincare products, including sunscreen for daytime to protect your freshly exfoliated skin. Now, you're ready to go (and glow).



Best green beauty

Because pollution is never pretty

The packaging that won't end up in landfills

A packageless face oil that balances skin with witch hazel and spirulina.

LUSH LIGHT TOUCH NAKED FACIAL OIL, \$13, LUSH.CA

The organic treat that's anything but granola

This exquisite (and organic!) lip serum is topped with a 24K gold-plated rollerball.

HENNE LIP SERUM, \$59, SHOP-PERSDRUGMART.CA

The product that makes the world a better place

This eye mask helps provide a better life for babassu oil producers in Brazil.

THE BODY SHOP DROPS OF YOUTH BOUNCY EYE MASK, \$32, THEBODYSHOP.CA

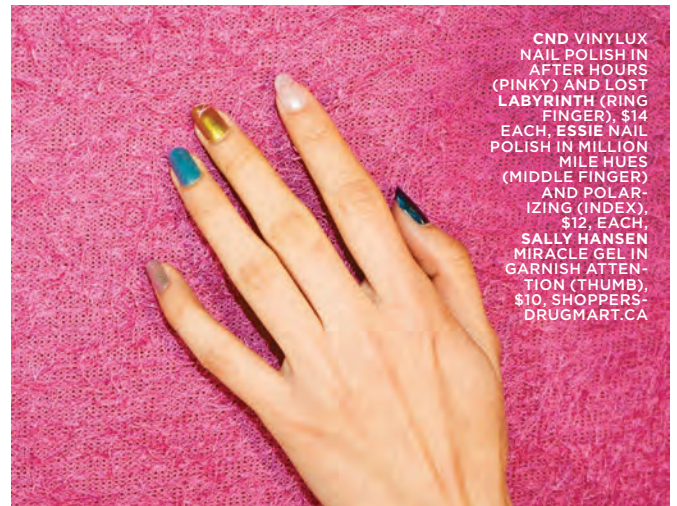


LEVI'S TOP, \$70, LE CHÂTEAU NECKLACE, \$30

The future of beauty will be...democratic

Intel from Brandy Hoffman, co-founder of Volition, the first crowdsourced beauty brand

"I think consumers will have a much more powerful voice and influence, as they should. Instead of guessing what they want or attempting to follow trends, it's a no-brainer for brands to go straight to the source and ask them what products they'd like to see be made. Democratization in the development process allows for true diversity and authenticity. I believe, moving forward, beauty will involve the consumer in more meaningful ways. Customers will be given the microphone so that their feedback and ideas can be heard, taken seriously and implemented."



CND VINYLUX NAIL POLISH IN AFTER HOURS (PINKY) AND LOST LABYRINTH (RING FINGER), \$14 EACH, **ESSIE** NAIL POLISH IN MILLION MILE HUES (MIDDLE FINGER) AND POLARIZING (INDEX), \$12, EACH, **SALLY HANSEN** MIRACLE GEL IN GARNISH ATTENTION (THUMB), \$10, SHOPPERS-DRUGMART.CA



The collection that broke barriers

Chanel's first makeup range for men bucked gender norms and met guys' specific needs (i.e., invisible skin coverage and shine-free lips).

CHANEL BOY DE CHANEL FOUNDATION, \$85, CHANEL.CA

The certification that led to change

You know things are changing when a huge brand like Dove announces it's PETA-certified and calls for a ban on animal testing.

DOVE CRUSHED MACADAMIA & RICE MILK EXFOLIATING BODY POLISH, \$8, WALMART.CA

The collaboration we can't get enough of

Imbued with her effortless elegance, makeup artist Violette's collections for Estée Lauder get our vote for most authentic collab.

ESTÉE LAUDER AND **VIOLETTE** LA DANGEREUSE PURE COLOR ENVY SCULPTING FACE TRIO, \$67, NORDSTROM.COM

Best brand moves

A round of applause for the players who pushed the envelope



AMALIA WEARS **FENTY BEAUTY** GLOSS BOMB IN DIAMOND MILK, SEPHORA.CA

FORTNIGHT BRA, \$98

Best mani essentials

Grab the polish and start the rom-com



The mani that stands up to everything

While we want our mani to stay put, we don't want to struggle with removal. Enter the best of both worlds, a gel polish that lasts two weeks yet comes off in just one minute.

CND SHELLAC LUXE, \$24, MATANDMAX.COM



The shade we pray never gets discontinued

A cross between copper and dusty rose, this polish shimmers with refinement (read: no tween vibes) on top of curbing breakage.

ESSIE TREAT, LOVE & COLOR METALLICS IN FINISH LINE FUEL, \$13, SHOPPERS-DRUGMART.CA



The treatment that'll turn you into a hand model

Our hands get as much exposure to the elements as our face, but rarely benefit from the same TLC. This luxe serum reverses the damage.

LA MER THE REJUVENATING HAND SERUM, \$154, NORDSTROM.COM



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Women's Guide ISO 2 Running Shoe, \$169.99



Women's Air Zoom Pegasus 35 Running Shoe, \$154.99



Men's Freedom ISO 2 Running Shoe, \$199.99

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Best hair care

For strands so good, your stylist will think you're cheating



The spray that won't let your colour ghost you

This hue-preserving spray is stacked with antioxidants and filters to fend off pollution and UV rays, as well as argan oil to amp up shine and softness.

MOROCCANOIL PROTECT & PREVENT SPRAY, \$35, MOROCCANOIL.CA

The in-shower extra that makes styling a breeze

Mix this cream with your shampoo and watch in awe as your blow-drying time gets cut in half and your hair emerges sleeker and softer than ever.

GARNIER FRUCTIS SLEEK SHOT IN-SHOWER STYLER, \$8, AMAZON.CA

The hot tool that doesn't destroy your strands

Rather than scorching heat, the Airwrap uses air pressure to set bends or smooth frizz (it comes with several attachments) without all the damage.

DYSON AIRWRAP STYLER, \$599, SEPHORA.CA



The product that does curls justice

This cream cuddles curls with moisture, elongates while maintaining definition and holds styles without any crunch.

DEVACURL SUPER STRETCH COCONUT CURL ELONGATOR, \$41, SEPHORA.CA



The dry shampoo that lets you sleep in sans guilt

When you're too short on time (or willpower) to wash your hair, reach for this powder dry shampoo. It fakes a freshly showered look in a flash.

REDKEN DRY SHAMPOO POWDER 02 WITH CHARCOAL, \$27, ULTA.COM



The hairspray that's kinder to the Earth

The compressed particles in this spray reduce waste (it requires less packaging) and pollution (it needs less gas), while delivering flexible hold.

TRESEMME MICRO MIST HAIRSPRAY SMOOTH HOLD LEVEL 2, \$9, WELL.CA

Why disruption matters

South Sudanese model Nyakim Gatwech on what it means to finally have a foundation dark enough to suit her



"I remember spending hours at the mall trying to find a foundation that was even close to my skin tone. When I finally found one that somewhat worked, it got discontinued, which broke my heart. A few years later, people started talking about how Rihanna was coming out with this new makeup line and it was going to have foundations for everyone. I was skeptical, but then I swatched shade 480 and was floored by how perfectly it matched me. It was magical. I felt so excited to know that from now on, I could just go to Sephora anytime and find a shade that fit me. That's not something I could do before. Now, more and more makeup brands are creating products for dark-skinned women, which makes me feel like I'm finally being seen. I pray and hope that this isn't some short-term phase and that my voice and the voice of millions of dark-skinned women can be heard."



Best fragrance

Get ready to be asked what you're wearing over and over



The scent you'll want to make your signature

A woody floral melange that makes wearers feel a little bolder, making it the perfect pick for board meetings and big dates alike.

CALVIN KLEIN WOMEN, \$119, THEBAY.COM



The juice that was made to travel

Tom Ford presents this brighter, more citrusy variation of the celebrated Soleil Blanc, which (squeal) happens to cost way less than the original.

TOM FORD EAU DE SOLEIL BLANC EAU DE TOILETTE, \$160 (50 ML), SEPHORA.CA



The bottle you'll save for special occasions

Available in select boutiques, this range is a perfume lover's dream, with scents like this one, inspired by "the imprint left on a pillow."

MAISON CHRISTIAN DIOR DIORAMOUR, \$285 (125ML), DIOR.COM

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WIN!

Here to disrupt your day with a contest

The Kit is giving you the chance to win a selection of products crowned within our 2019 Beauty Disrupter Awards! For one hour each day from March 28-April 4, you can enter to win one of seven beauty-full prize packs valued at \$410+ that will shake up your entire beauty routine.

LEARN MORE & ENTER AT THEKIT.CA/BEAUTYDISRUPTERSCONTEST



NO PURCHASE NECESSARY. OPEN TO CANADIAN RESIDENTS, 18 AND OLDER. CONTEST LAUNCHES 12:01 AM MARCH 28, 2019 AND CLOSSES AT 11:59PM APRIL 3, 2019. ODDS OF WINNING DEPEND ON TOTAL NUMBER OF ELIGIBLE ENTRIES RECEIVED. ENTRANTS MUST ANSWER A SKILL TESTING QUESTION. APPROXIMATE VALUE OF EACH PRIZE: \$410. COMPLETE CONTEST RULES AVAILABLE AT THEKIT.CA/BEAUTYDISRUPTERSCONTEST

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