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A family affair

We spotlight some of Canada's most stylish and successful entrepreneurs: mothers and daughters who are in business together



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Beauty Pro Special: Easy hacks for new moms, styling secrets for modern brows, the absolute best sunscreen



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A family affair

We spotlight some of Canada's most stylish and successful entrepreneurs: mothers and daughters who are in business together

BY INGRIE WILLIAMS | PHOTOGRAPHY BY NATHAN CYPRIOS

"SOMETIMES I HAVE TO TELL HER, 'I'M NOT YOUR MOTHER HERE.'"

The family: Shahnaz Beirekdar, head chef and kitchen manager, 51; Jala Alsoufi, marketing and front-of-house, 23

Their company: Soufi's, a Syrian restaurant and café

What to do when you can't find a taste of home? You open your own restaurant. At Soufi's, a family-run Syrian eatery that opened last August in Toronto, Shahnaz Beirekdar oversees all things edible, while her daughter, Jala Alsoufi, manages customer service, marketing and PR. (Jala came to Toronto in 2012 to attend university; Shahnaz, her husband and their other two children arrived in 2015.) The space is decorated with family heirlooms and infused with the scent of their two signature dishes. Jala describes *manaesh*, the savoury flatbread: "as if pita and pizza had a baby." Meanwhile, *knaffeh* hits a sweet spot with shredded phyllo pastry filled with white cheese and soaked in orange blossom syrup that's baked to perfection. And, yes, you should get one of each.

What have you learned about each other?

Jala: "I learned that my mom is really hard-working. In the first month, we had a different head chef; things weren't working out, and he left suddenly. My mom stepped in and took over. She organized everything and everyone. She saved us from total disaster."

Shahnaz: "Jala works very hard, and she's responsible about everything. She wants everything here in the restaurant to be perfect—that's very important to her."

CONTINUED ON PAGE 4

"When we work together, I feel we are strong."
—Shahnaz Beirekdar



For mom (or for you?)
The season's chicest handbag is Canadian **PAGE 3**



Spring in your step
These makeup trends are full-on fun **PAGE 8**



Like a boss
Our fashion director test drives her first suit **PAGE 6**

THE NEW FRAGRANCE FOR HER

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Put a ring on it

When Mom deserves a blinged-out bauble, but your budget is less than the Cartier kind, consider a ring-handled bag. Spotted on the Salvatore Ferragamo and Adeam runways, hoop handbags serve an elegance a cross-body can't. The pretty pair at left, by the Toronto-based designers of small-batch handbag line Opelle, makes use of low-eco-impact tanned leathers and naturally shed buffalo horn, which is shaped and polished by artisans in Vietnam. It's local, feel-good fashion at its finest. —Jillian Vieira. Photography by Paige Furtney

OPELLE BAGS, \$345 EACH. OPELLECANADA.COM

High brow

Hollywood's arch expert spills her shape-shifting tips

BY KATHERINE LALANCETTE



You may not know her name, but you've certainly admired her work. Kelley Baker has fashioned some of new Hollywood's most fabled arches. Think Zendaya, Shay Mitchell and Kourtney Kardashian.

On this sunshiny L.A. day, I'm lucky enough to be in her chair, but she's been waxing and tweezing for nearly 10 minutes now, and I'm beginning to fear I'll soon resemble Jean Harlow. (Gorgeous gal, but not exactly brow goals.) Between two plucks, Baker lobs a casual "Lucy will be coming in tomorrow" over to her assistant, asking her to jot down the appointment.

Lucy as in Hale. As in the star of *Pretty Little Liars*. As in very much brow goals. Just like that, my apprehension floats away. Baker hands me a mirror and to my utter delight, the plentiful, pristine brows staring back seem too good to be mine.

Without further ado, here are the master's must-follow maxims.

How do you decide what shape is best? "It's more about working with the natural shape and enhancing what a client's already got. I can't really change an entire brow. Someone may want to go a little straighter or more arched, and we can tweeze a couple hairs to tweak the look. But really, I just try to give a client the best brows they can have."

Are there any trends you're loving right now? "I'm loving fluffy brows with a little fan on the inner corner. Fullness keeps you looking youthful, whereas thin brows can age you."

How do you make brows look so defined? Highlighter and concealer. I like to use them underneath the brows. It opens up the eyes and camouflages any imperfections, so it makes your brows look better than they really are."

What do you like about waxing? "It gets all of the baby hairs, which really makes a difference. People think, 'Oh, I don't want to touch them. I want to save every little hair to make my brows look fuller.' But when you clean up the shape, it actually makes your brows look denser."

Should people seek the help of a professional waxer? "One hundred per cent! Start with at least three or four times once a month because it takes some time to get the full effect. After a few appointments, you'll be like 'Okay, now I get it, I know not to touch.' There is a plan. There is a brow vision!"

What are your tips for filling them in? "You can use pencil or powder depending on your preference. I like to brush up the hairs with a spoolie brush after to lift the eyes and remove excess product. Gel is always the last step. It's like hairspray. You style, then you set."

Any major don'ts? "Don't microblade. I'm not into it. Like any tattoo, the ink can spread, and it's permanent, on your face!"

If you could trade brows with one of your celeb clients, who would it be? "I guess Zendaya. Her brows are fire!"



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A family affair

CONTINUED FROM COVER



Beauty note: When your skin is this radiant and your mane is a “hair goal” hashtag come to life, you don’t need much. Stock up on highlighter and volumizing mousse for similar effortless appeal.

ESTÉE LAUDER DOUBLE WEAR HIGHLIGHTING CUSHION STICK IN PEACH GLOW, \$48; DOUBLE WEAR STAY-IN-PLACE MAKEUP IN ECRL PURE BEIGE AND DAWN, \$35; **ESTÉE LAUDER** CA BUMBLE AND BUMBLE BB THICKENING FULL FORM MOUSSE, \$37; BUMBLE AND BUMBLE CA

“IT’S A HUGE DEAL TO HAVE SUCH A SUPPORTIVE WORKPLACE.”

The family: Co-founders Elizabeth Dyer (and baby!), 36; Susan Dyer, 70; Emily Dyer de Tobar, 41
Their company: Advice from a Caterpillar, an upscale children’s boutique

Advice from a Caterpillar, a swish shop in Toronto’s Rosedale neighbourhood, has a lock on charm. The light airy space is home to beautifully made children’s clothes, toys and other covetable lifestyle essentials. What stands out the most, however, are the boutique’s three owners. Susan Dyer and her daughters, Elizabeth Dyer and Emily Dyer de Tobar, act as a team of buyers—together, they’re responsible for choosing the merch that offers their customers sparks of delight and the sense of discovery. “I did bring up good little shoppers,” says the matriarch, with a laugh.

“It’s been incredible to see how much they’ve learned just by doing it on their own.” —Susan Dyer

What’s the best part about working together?

Emily: “The confidence and trust. I completely believe in their decisions.”

Susan: “It’s been incredible how much they’ve learned just by doing it on their own. Most of the time, a parent doesn’t get the opportunity to actually see that. Your child

could go to work as a lawyer and you never see what they do—they could be sharpening pencils all day.”

Elizabeth: “It’s a huge deal to have my workplace be so supportive, especially now that I’ll soon be a mother.”

Susan: “Flexibility is also why we wanted a family business. The girls wanted to have families, and when you’re working for someone else you’re under their command. Here, the girls make their own decisions.”

How do you define success?

Emily: “A huge part of it is happiness and feeling the exchange [of happiness]. We buy the romper that we think is amazing and made well, then we sell it to the family and the child is happy, and the parents are happy. That, to me, is success.”

Elizabeth: “It’s not about selling a product to a person, it’s about changing their day so that they have a moment of feeling good. That’s really important to me.”

Susan: “People like to be in our store. They love coming to see the girls, they love the products, the atmosphere, the music, the lighting. They come in and want to stay for a while. And, we have a fabulous bathroom!”

What’s been your most memorable work moment?

Emily: “Mom has a lack of fear with some things that I would be so nervous to deal with. I love that confidence about her.”

Elizabeth: “Like the shoplifter!”

Emily: “Mom was amazing.”

Susan: “I always wanted to be Nancy Drew and I got my chance. I found the shoplifter in a nearby store trying on shoes. I said, ‘I’m not going to call the police, but I want my shirt back.’ We walked over to the parking lot and it was in the back of her very expensive convertible. I was so mad because I really wanted that shirt.”



Beauty note: Elevate your arches to their full potential with a defining pencil and some clear setting gel.

ESTÉE LAUDER BROW NOW BROW DEFINING PENCIL IN DARK BRUNETTE, \$29; BROW NOW STAY-IN-PLACE BROW GEL, \$29; DOUBLE WEAR STAY-IN-PLACE MAKEUP IN TAWNY AND RATTAN, \$48; ESTÉE LAUDER CA

ON SHAHNAZ: COS TOP \$135, SKIRT \$150, COS. ANNE-MARIE CHAGNON BRACELET, \$385, ANNEMARIECHAGNON.COM. ON JALA: LAURA SIEGEL COLLECTION JUMPSUIT, \$380, LAURASIEGELCOLLECTION.COM

CONTINUED FROM COVER

The family: Shahnaz and Jala

What’s the biggest challenge of working together?

Shahnaz: “Sometimes we fight.”

Jala: “It’s different when you’re working with a stranger and there’s that wall of formality.”

Shahnaz: “Sometimes I have to tell her ‘I’m not your mother here.’”

Jala: “Not mixing work with home, and not getting mad at each other is a challenge.”

Shahnaz: “That’s very important.”

Jala: “I wouldn’t call it a disadvantage, but we fight. All of us, together. And sometimes when you see each other at home, see each other at work and we’re together 24/7 it gets too much, the tension builds up.”

Shahnaz: “It’s also challenging when she leaves a mess in the kitchen. I want everything to be in

its place. If she takes the salt and puts it back in another place it makes me crazy. Crazy.”

How do you deal with stress?

Shahnaz: “Because we spend so much time here together in the restaurant, we try to go to dinner every Sunday. We spend time as a family, talk about things that aren’t work related and catch up on each other’s lives.”

Jala: “That’s something we’ve been doing recently—in the beginning we had absolutely no time to relax or do anything other than work, but over the past few months we’ve struck a deal. During stressful times in the restaurant we try to keep calm and tell each other that nothing is going to end in a disaster. The worst case is that we burn someone’s flatbread in the oven.”

Shahnaz: “It’s usually the one who stresses out the most.”

Shahnaz: “We say, ‘Jala, relax!’”

“I CAN’T IMAGINE DOING ANYTHING ELSE OR BEING ANYWHERE ELSE.”

The family: Vyvyan Campbell, 74, president; Ashley Campbell, 38, senior producer; Courtney Campbell, 43, vice-president

Their company: JV Productions, a production company for reality and documentary TV

Big laughs. A few tears. Plenty of action. The crew at JV Productions have a love for telling great stories, but it’s their own tale that’s truly remarkable. After decades in the Toronto media biz, Vyvyan Campbell is moving on to work in real estate, while her daughters, Courtney Campbell and Ashley Campbell, are primed to lead the independent reality TV company into its next adventurous chapter.

What’s the biggest challenge of working together?

Ashley: “It’s difficult to escape the work. Even at Thanksgiving dinner we’re talking about business.”

Vyvyan: “And we don’t always see eye to eye—most of the time we do, but there are times when we don’t. We may have a disagreement on Friday and then we have to get through the weekend and pretend that everything is good in front of the kids. But it’s not that bad.”

Courtney: “I would say it’s not bad at all!”

Vyvyan: “We all manage to suck it up and get on, to come back here on a Monday and not let it interfere with our personal lives.”

Courtney: “Blurry lines get created when you’re working with family, but the pros far outweigh any cons.”

Vyvyan: “No job is perfect, but the nice thing about having a family business is that we can talk it out. There’s no hierarchy here, so everyone puts their two pennies in, and it works out quite well.”

How do you define success?

Ashley: “I don’t know if it’s because of recent events in our life, having recently lost our father, but for me success is being happy and healthy.”

Courtney: “We’re very fortunate because we love what we do. I can’t imagine doing anything else or being anywhere else. Success is being happy in work and life, and having this collective that feels passionately about telling great stories.”

Vyvyan: “I have a different perspective because of my age. I’m just about to step back, out of the TV business—but not out of business. Success is leaving my company in such good hands because the kids will look

Beauty note: On-trend lip looks served three ways: nude and glossy, sheer and rosy, and matte and fuchsia. Prep your lips with a hydrating balm before slicking on your colour of choice.

ESTÉE LAUDER PURE COLOR ENVY SCULPTING GLOSS IN WILD MINK, \$50; PURE COLOR ENVY SHEER MATTE SCULPTING LIPSTICK IN ABOVE IT, \$38; PURE COLOR ENVY PAINT-ON LIQUID LIPCOLOR IN PIERCED PETAL, DOUBLE WEAR STAY-IN-PLACE MAKEUP IN IVORY NUDE, ROSE AND COOL BONE, ESTÉE LAUDER CA

ON VYVYAN: HILARY MACMILLAN DRESS, \$120, HILARYMACMILLAN.COM. ON ASHLEY: JENNIFER TOROSIAN DRESS, \$475, TOP, \$275, JENNIFERTOROSIAN.COM. ON COURTNEY: LAURA SIEGEL COLLECTION DRESS, \$430, LAURASIEGELCOLLECTION.COM. BIKO CUFF, \$90, ILOVEBIKO.COM

after it well and do a great job. The fact that we’ve been successful has given me a certain amount of freedom to do the things I want to do now.”

What have you learned about your mother?

Ashley: “Growing up, I really admired her, but working closely alongside her I’ve come to appreciate what a savvy businesswoman she is.”

Courtney: “Mom always amazed me because she would

work a full day, play two hours of tennis, come home, make dinner, feed everybody and then pull out the ironing board and iron all the laundry.”

Ashley: “While watching *Dallas*!”

Courtney: “To this day my mom continues to go, go, go. She really is a rather fearless woman. What I’ve learned from her is how to be inspired by someone who feels passionately about the world—if you have that passion behind you then you can really tackle anything.”

“IT’S A GREATER PRESSURE BECAUSE YOU WANT YOUR PARENTS TO BE PROUD OF YOU.”

The family: Jean Eng, 63, general manager, co-founder; Kristen Ma, 34, wellness director, co-founder
Their company: Pure + Simple, all-natural skincare and wellness spas

It’s obvious within minutes of talking to Jean Eng and Kristen Ma, the co-founders of Pure + Simple, that they’re very different people—and it’s the secret to their success. “I’ll take risks, while she’s more pragmatic,” says Jean, on how she and Kristen have capitalized on their strengths to create a leading natural beauty business, headquartered in Toronto. The close-knit single mother and only child are united in their philosophy: the belief that beauty and health are more than skin deep.

How do you interact professionally?

Jean: “As general manager, I meet with Kristen weekly and give her a summary. She gives me her advice, because managing people is a weakness for me. We’re very different people so we try to stay out of each other’s hair.”

Kristen: “Jean tends to be a big-picture, strategic person, and I tend to be more about implementation. I was the one who was hiring, recruiting and training the front-line staff.”

Jean: “When I was in charge in the beginning we couldn’t really make a profit because I would take huge risks and try all sorts of things. It was really hard on the staff, and I didn’t realize that. Kristen had barely turned 20, but she started running the business because she understood what the staff needed. I remember the conversation we had when she said ‘I don’t care—for six months nothing changes.’”

What’s the best part of being in business together?

Kristen: “She allowed me to have a lot of freedom at a very young age. She’s my mother, so she wants me to develop professionally, but hopefully there was a little trust. I was able to launch stores and speak on panels and represent the company when I was in my early 20s.”

Jean: “It was an opportunity for me, because rather than a little at night or on the weekends, I could regularly encourage her to take risks, like with the book she wrote [*Beauty: Pure + Simple, A Holistic Guide to Natural Beauty*, 2010]. Kristen was able to try different things, and if it didn’t always work that was okay.”

Kristen: “In some ways, that’s more difficult. It’s a greater pressure because you want your parents to be proud of you, to see that you’re doing good, and, in the context of a business that they’re a part of, that can be hard.”

Jean: “That’s something I wasn’t aware of. She’s harder on herself than I would be on her.”

Kristen: “Having a child has given me a new perspective on my relationship with my mother—maybe I’m not as different from Jean as I think. If my child was to fail, it seems like a given that I would act with as much compassion as possible, but I don’t think I felt that way beforehand.”

What makes you feel successful?

Jean: “It’s not about having a lot of anything, it’s really about having enough. The fact that I’m able to help my daughter when she has a son, and she won’t have to do what I had to do when I was her age—that makes me feel successful.”

Kristen: “Finding meaning in what you do is really important, which is why I decided to study naturopathy. I wanted to delve deeper into internal physical health. We have to get up every day and do what we enjoy. If it was just about money Jean and I would have bought more real estate and invested more in stocks!”

“Having a child has given me a new perspective on my relationship with my mother.” —Kristen Ma



ON JEAN: JENNIFER TOROSIAN TOP, \$325, JENNIFERTOROSIAN.COM. BIKO EARRINGS, SIMILAR STYLES AT ILOVEBIKO.COM. ON KRISTEN: VALENTINO DRESS, \$3,540, HOLT RENFREW

Following suit

Wary of the world of traditional suiting, fashion director **Jillian Vieira** turns to Toronto's Smythe designers for a custom two-piece that's anything but the norm

PHOTOGRAPHY BY NATHAN CYPRIUS

There could be any number of reasons you don't have a suit hanging in your closet. Maybe you never felt like you had the body for it; maybe your line of work doesn't warrant one. Perhaps the confidence required to pull off an all-eyes-on-me power suit isn't in your wheelhouse. When I meet with Smythe's co-designers, Andrea Lenczner and Christie Smythe, to discuss a custom two-piece of my own, all of this reluctance resonates with me. But after carving out their own space in the suiting sphere and dressing the likes of Gal Gadot, Selma Blair and Rashida Jones, these are the right women to convince me otherwise.

"When we introduced suiting five years ago, it was really important to us that we took a directional approach," says Smythe of their high-fashion concept that trades in straight-leg trousers for candy-coloured kick pants and double-breasted patterns for perfectly tailored portrait-neck blazers. "We thought, 'Why can't you be as expressive with your suiting as you are with the rest of your wardrobe?'"

Eschewing the utilitarian look and feel of traditional workwear was a risk the pair felt confident in following a wave of evolving dress code expectations—the basic black suit was no longer the norm. "I think the tides have changed," says Lenczner. "You can be a lawyer at a Bay Street firm with incredible flair at work. There's no need to be so conservative anymore."

"Why can't you be as expressive with your suiting as you are with the rest of your wardrobe?"

Their designs always underscore the sophistication and longevity that's become fundamental to the Smythe name, but after 15 years of establishing a trust with their customer base, Lenczner and Smythe have let themselves take a full-on playful approach. You'll notice it in the fabrics (hard, soft, flat, nubby, though always a luxurious hand feel), the colour schemes (a kick set from their spring collection comes in powder blue, baby pink and a kelly green that's completely sold out) and the silhouettes (which has meant fore-

going full-length trousers that necessitate the impracticality of always having to wear a heel). It's all done in an effort to extend your wardrobe. "That's the thing about directional suiting," says Smythe. "You can split up the parts and they're still special."

Building a brand on suits has also required some hurdle jumping when it comes to the relationships we have with our bodies. "For most women, there's this inherent thought when we're shopping—even before we try something on—that we can't buy a piece just looking at it," says Smythe. It's a feeling we're all well acquainted with: hanger appeal being quickly succeeded by the too-short/too-hippy/not-thin-enough rhetoric that we've committed to consciousness. Side-stepping the suit's reputation has meant developing a looks-good-on-everyone formula from a personal approach. "We have completely different body types, so that really informs our process," says Smythe of her design partner. "When we're doing suiting in particular, we talk about that: I'll say, what's not a good pant for me or what is, or we find something that appeals to both of us." The pair even relies on their all-female staff during the fittings process to ensure a piece flatters the nuanced heights and bodies in the real world. "We didn't tell anyone it was in the job description," laughs Lenczner.

Learning about the intricacies of their philosophies and, more importantly, knowing that their suits are tried, tested and true even on non-models, I feel confident in my own quest to find the perfect suit. After trying on countless samples from future collections and making tweaks to existing patterns to best suit my shape, we land on a salon-inspired design that doesn't skimp on attention-commanding elements: a defined shoulder and tied waist that produces "a suggestion of shape" on an otherwise fluid blazer, and a pajama-like trouser that offers a swish when you walk. It's all done in a luscious cream hue with a matte and slightly luminescent tonal stripe and finished off with graphic black accents.

When I step in front of a wall of mirrors at the Smythe studio, sizing up my new suit and me in it, I catch my chin lift, my gaze become more unflappable, and my body ease into a more assured posture, like I could hold my own in a big meeting. It's a moment where I'm sure the clothes really do make the woman.



Fashion director **Jillian Vieira** in a custom Smythe suit at the brand's Toronto studio.

PHOTOGRAPHY: PETER STIGTER (RUNWAY); GETTY IMAGES (CELEB); HAIR AND MAKEUP: WENDY BORONG FOR PLUTINO GROUP

CUE THE SHOES

Complete your summer suit with any one of these pretty pairs



REBECCA MINKOFF, \$200. TOWNSHOES.COM



NICHOLAS KIRKWOOD, \$960. NET-A-PORTER.COM



JIMMY CHOO, \$695. JIMMYCHOO.COM



LITTLE BURGUNDY, \$80. LITTLEBURGUNDYSHOES.COM



TORY BURCH, \$550. TORYBURCH.COM



RAG & BONE, \$465. SPORTINGLIFE.CA



She wears the pants

The Spring 2018 runways were rife with directional suiting, from super-structured versions at Haider Ackermann to boxy blues at Each x Other. Even the boldest, baddest celebs in the game (we're looking at you, Rihanna) have been hitting the red carpet in audacious two-pieces and earning deserved sartorial praise.



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Spring fling

Flirt with colour and crush on shine. This season's makeup message is all about keeping things fast and fun

BY KATHERINE LALANCETTE

ROSEBUD

If spring has you craving all things soft and pretty, set your sights on this romantic lip look. A sheer pink stain serves up just enough colour to brighten your face without making a loud statement.

RMS BEAUTY LIP2CHEEK IN DEMURE, \$45, THEDETOX-MARKET.CA



CUSHNIE ET OCHS



LASHING OUT

This just in: Spider lashes are now a good thing. As in, treat mascara clumps as friends, not enemies. Layer the coats until you've achieved Twiggy-like thickness and then, just to be sure, add one last swipe.

LANCÔME MONSIEUR BIG WATERPROOF MASCARA, \$31, LANCOME.CA



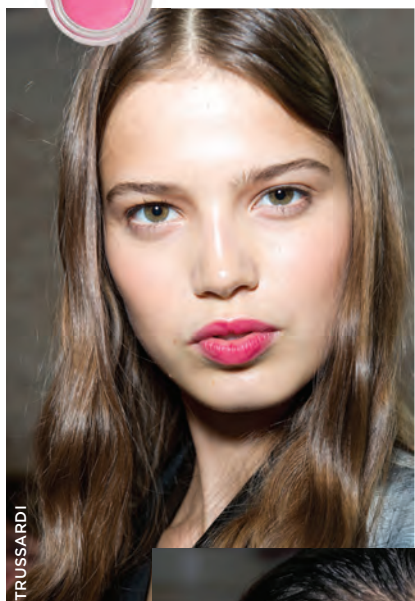
FENTY X PUMA



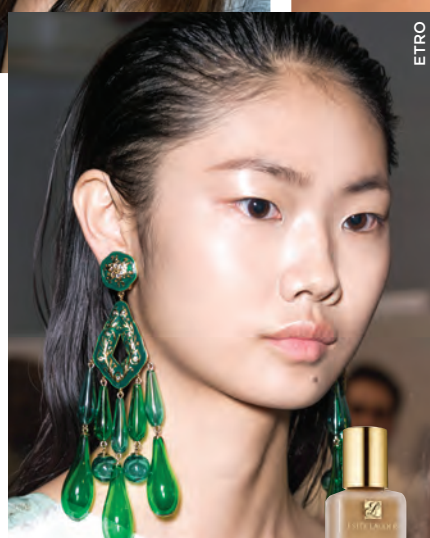
GETTING CHEEKY

It's the story of how blush and highlighter met and fell in love, welcoming a new trend into the makeup world: shimmering draping, a.k.a. a pearlescent pink flush stretching from temples to cheek bones.

KEYVYN AUCOIN THE NEO-BLUSH IN GRAPEVINE, \$48, SEPHORA.CA



TRUSSARDI

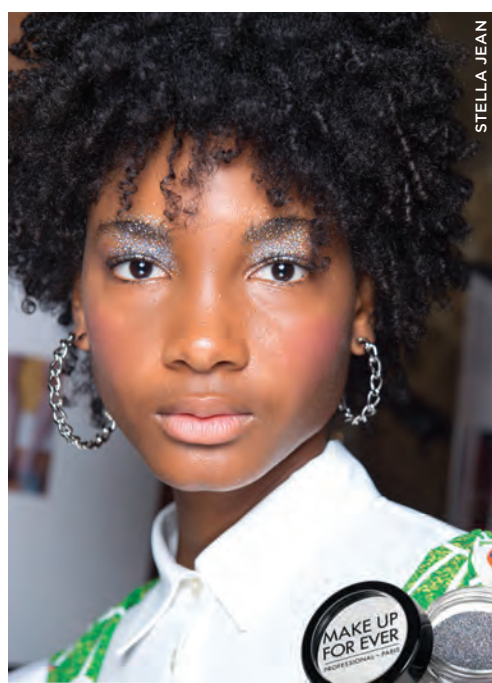


ETRO

GLOW PRO

There's glow-y and then there's this season's skin finish. For "just got out of spin" level dewiness, reach for liquid foundation instead of powder and highlight to the high heavens.

ESTÉE LAUDER DOUBLE WEAR STAY-IN-PLACE MAKEUP IN BONE, \$48, ESTELAUDER.CA



STELLA JEAN



MARNI



FINGER PAINTING

No fancy palettes or expert blending skills required. For a contemporary shadow statement, swap a five-shade medley for a simple smear of pigment across your lids, arts-and-crafts style.

MAYBELLINE NEW YORK EYESTUDIO COLOR-TATTOO 24HR CREAM GEL EYE SHADOW IN TENACIOUS TEAL, \$9, MAYBELLINE.CA

SHIM SHIMMERY

Who says glitter should be reserved for the holiday season? Keep the party going through spring with subtle, scintillating liner or a wash of sparkles over your lids. Balance things out with fresh skin and a slick of lip balm.

MAKE UP FOR EVER GLITTERS IN SILVER MULTICOLORED, \$20, SEPHORA.CA

If you only buy one

Our beauty director, **Katherine Lalancette**, daubed her face with every SPF under the sun in a quest for the best sunscreen on the market

PHOTOGRAPHY BY PAIGE FURTNEY



Fact: Hundreds of beauty products launch every season. Other fact: Zero per cent of humans have time to try each one. In our If You Only Buy One series, we do the deep digging and test driving to declare the top beauty products out there.

The slightest whiff of coconut takes me back to childhood summers spent at my grandma's house. My mom and aunts would laze by the pool, devouring Danielle Steel softcovers and basking their skin with pinalada-scented tanning oil. I remember sitting on my Minnie Mouse towel, admiring the way their gilded limbs glistened in the August light and wishing I, too, would one day attain such a pinnacle of bronzed beauty.

I miss those days when the sun was a friend, a synonym of idle summer fun,

and not some big scary monster. As I got older, I grew to loathe it. It was the culprit behind my mom's lupus flare-ups and the reason my grandma had to have malignant moles removed. It was also the reason the girl with the biggest smile at school had to start walking with a cane. She had asked multiple doctors to biopsy a spot she found weird, but they kept telling her not to worry; she was young and healthy. When one finally relented, it was too late. She bravely fought for years to lose her battle at 26.

Today, like many '80s babies, I've replaced the tanning accelerators of my youth with a daily slather of broad spectrum SPF. Derms agree it's the first line of defence against premature aging and also an essential measure in preventing dangerous skin damage. If

you're thinking, "But it's so thick and goopy and such a hassle," I feel you. But the truth is, formulas have come a long way. In my search for the most undetectable shield ever created, I put nearly 20 facial sunscreens to the test, evaluating tone, texture and tack factor. Here is what I found.

If you only buy one sunscreen, go for...

This feather-light fluid melts into skin with no sign of stickiness. Plus, it's tinted to eliminate the pesky white cast that often accompanies mineral filters. But what really makes it a winner is Mexoryl, an ingredient patented by L'Oréal (La Roche-Posay's parent company) and touted for its high protection against UVA rays and impressive photostability.

LA ROCHE-POSAY ANTHELIOS MINERAL TINTED ULTRA-FLUID LOTION SPF 50, \$34, LAROCHE-POSAY.CA

HONOURABLE MENTIONS

Shout-out to these five close contenders

If you're going on vacation
Travelling somewhere hot? Make sure to pack this refreshing gel sunscreen. The tube's big enough to tackle your entire body yet small enough to slip in your carry-on.

NEUTROGENA HYDRO BOOST WATER GEL SUNSCREEN SPF 50, \$16, DRUGSTORES



If you want to turn back the clock
Double up on age prevention with a morning moisturizer that safeguards skin against UVB and UVA rays while cranking up collagen production thanks to firming peptides.

DERMLOGICA DYNAMIC SKIN RECOVERY SPF 50, \$99, DERMALOGICA.CA



If you're an urban dweller
A city setting calls for increased protection against environmental aggressors. This oil-controlling formula not only fights oxidation, but also improves foundation application.

SHISEIDO URBAN ENVIRONMENT UV PROTECTION CREAM SPF 40, \$42, THEBAY.COM



If you want to go natural
Presenting an all-natural water-resistant formula that's not at all thick or greasy. Bonus: It's Canadian and packed with nourishing aloe vera and grape-seed and rice-bran oils.

CONSONANT THE PERFECT SUNSCREEN SPF 30, \$45 (50 ML), CONSONANTSKINCARE.COM



If your skin is parched
A daily defence against brown spots and wrinkles with a side of intense hydration. This dual-action cream balances moisture levels for a softer, smoother complexion.

INDEED LABORATORIES INDEFENSE30 DUAL ACTION MOISTURIZER SPF 30, \$18, INDEEDLABS.COM



THE KIT X TOWN SHOES



JODI @JODIBLK_

I first fell in love with the shape and silhouette of these Kendall and Kylie ankle boots. These shooties make a striking statement from the side—the pointed toe is sleek and on-trend. They're also pretty comfortable which makes them easy to wear day-to-night.



ALLEGRA @ALLEGRASHAW

Left: These Rebecca Minkoff pumps are perfect for spring brunch. The soft suede strappy details add a touch of elegance to any look. **Above:** Not only are these Cole Haan sandals super comfortable, but the pop of colour keeps me feeling playful. Pink is definitely a go-to colour this season.



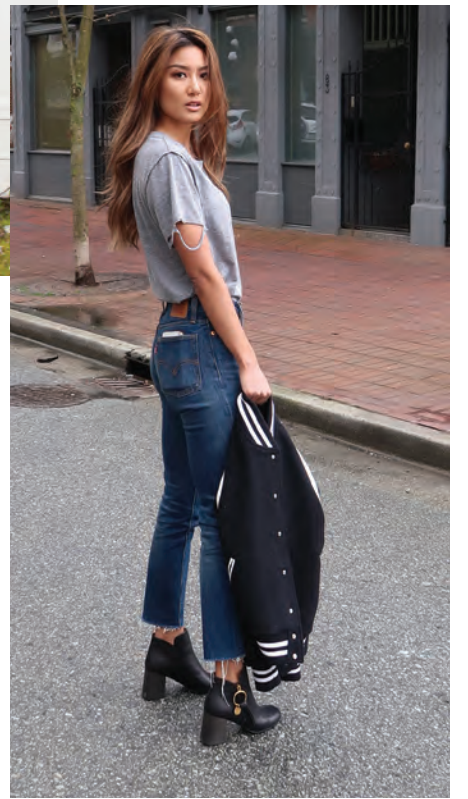
Spring shoe trend report

Kick-start your warm-weather wardrobe with a selection of gotta-have-it footwear from Town Shoes. Your inspo: The most stylish women in Canada, who know how to ace the shoe game



EM YEE @EM.YEE

Left: These Avec Les Filles sandals are great for the summer. I try to walk more when the sun is out, and flats are the way to go—it's so easy to slide them on and head out the door. The blush shade can be the focal point of an outfit or it can neutralize an outfit with brighter colours! These sandals work with pants, shorts and dresses—it's the versatility of this piece which makes it a summer must-have. **Below:** I love these See By Chloé booties because they can withstand a full 8+ hour day of teaching. That's my test for my shoes. If I can last a full school day in cute shoes without pain, I know they are going to be heavy in my shoe rotation.



ANIA @ANIAB

Left: I love how minimal these See By Chloé heels feel—they're easily packable and the off-white colour is perfect for travel because it goes with everything and instantly elevates any outfit. You can wear it with a casual look or dress it up for a special occasion. Fashion meets function all the way. **Far left:** We live in the age of the sneaker, and the FENTY collab is always high on my list of most coveted pieces for any season. I love that the ankle detail was added to the knit runner. I'm not usually one to go for an all-black sneaker but this one is a game-changer and adds some badass edge.



@VALERIALIPOVETSKY

It's all about the element of surprise when it comes to my shoes. My outfit describes part of my personality—flirty, girly and not scared of taking chances—and these Pour La Victoire sandals seal the deal.



VIVIAN @WISTERIA_VOYAGE

Left: My style is all about girly, cozy and chic, feminine combined with comfort. These white minimal block heels from Jil Sander Navy are my spring staples that go easily with everything in my wardrobe. I love the almond toe and slip-on design that make no compromise between fashion and comfort. **Above:** To achieve a more edgy look, I love these chunky sandals from See By Chloé. The striking stitch details and buckle straps make a statement and elevate the look of a simple outfit.

SHOP THE LOOKS Your top five Town Shoes spring hit list



TED BAKER DRESS SANDAL \$250, SCHUTZ SILVER SEQUIN MULE \$250, POUR LA VICTOIRE HARLEY MULE \$350, AVEC LES FILLES SILVER LOAFER \$190, CHARLES DAVID SPY SANDAL \$260, TOWNSHOES.COM

Mom beauty hacks

Rani Sheen sends a dispatch from maternity leave on the self-care tricks that are helping her feel *somewhat* put together

Left: *The Kit's* Rani Sheen just before the birth of son Levi, below.



As I write this, I am trapped under a baby. At the relatively calm stage of nine weeks post-partum, I find myself at the point where I can breastfeed hands-free, shower and dress in actual clothes—even when I'm home alone with him all day!—and string a couple of sentences together before noon. But for the past two months life has felt like total chaos, a wonderful yet appalling whirlwind that somehow came as a shock (as the *Baroness Von Sketch Show* ladies put it, "How could you not know? Have you never seen a Lifetime movie?"). Naturally, the beauty routine is the first thing to go in the fray, seeming superfluous and self-indulgent within the context of trying to keep a gorgeous, hairdryer-sized human alive. But as someone who makes her living from researching, trying and writing about beauty products, and who truly knows the value of a powerful serum or peach-toned concealer, I couldn't just magically morph into a soap-and-nail-clippers-only person. Keeping up with my skincare routine and applying a little makeup made me feel like myself, when bleary nights and days filled with crying fits (both mine and his) had me feeling anything but. Here are the multitaskers that made the cut.

HAIR

Having a newborn basically causes hot styling tools to exit your life. I have the kind of hair that spirals out of control without the loving touch of a searing curling iron, so...that's what happened, for at least six weeks. After a particularly abject 5 a.m. bathroom run, when I peered in the mirror and started hysterically, maniacally giggling because I literally looked like a Trolls doll, I decided to enlist extra product for a fairly low-effort solution. I use Aveda Smooth Infusion Style Prep Smoother, Ouai Curl Jelly and Kevin Murphy Powder. Puff dust to reduce frizz and tame the thatch, but it's an extra dollop of mousse on top of whatever I'm using (a finishing trick on dry hair that Margot Robbie's stylist, Bridget Brager, showed me, using Herbal Essences Flexible Style Mousse) that has really made a difference.

AVEDA SMOOTH INFUSION STYLE PREP SMOOTHER, \$34, AVEDA.CA. **HERBAL ESSENCES** FLEXIBLE STYLE MOUSSE, \$8, DRUGSTORES



SKIN

I sacrificed so many small comforts as soon as that baby made his entrance (cooking, reading, peeing with the door closed, so as to keep an eye on him in his swing seat), but one thing I was not willing to do was stop taking care of my skin. Naturally, what was once a luxurious 30-minute ritual in the evening has had to condense into about eight minutes, two in the morning. Skincare that does punches above its weight and does double duty is more crucial than ever. And the awards go to: Tata Harper's unequalled Regenerating

Cleanser, whose buffing apricot seed powder, pink clay and pomegranate enzymes allow me to both cleanse and exfoliate(!) during my drought-measures-length shower; and Bioeffect's super-effective skin-regenerating EGF Serum, which improves all the things (fine lines, texture, that greyish cast you get from sleeping 90 minutes at a time) and whose time-saving genius is that it's actually designed to be used as a single step, alone on bare skin, with only two drops.

TATA HARPER REGENERATING CLEANSER, \$103, SEPHORA.CA. **BIOEFFECT** EGF DAY SERUM, \$190 (30 ML), HOLTRENFREW.COM



MAKEUP

In this time of utilitarianism, taking five minutes to slap on some mascara and blush has really made me feel like life as I knew it isn't over, and also causes visitors to exclaim in surprise that I don't look too terrible. I've also come to rely heavily on the awakening powers of Yves Rocher's creamy, peachy-toned illuminating concealer underneath and in the inner corners of my poor, droopy eyes; and the gleamy, ultra-moisturizing and pleasingly retro-looking Lanolips balm, which happens to feature the same wonder ingredient in my nipple ointment (TMI?): lanolin.

YVES ROCHER RADIANT YOUTH CORRECTOR PEN IN BEIGE, \$31, YVESROCHER.CA. **LANOLIPS** 101 OINTMENT MULTIPURPOSE BALM, \$23, SEPHORA.CA



BODY

I have never washed my hands so much in my life (I won't go into the projectile bodily fluids that necessitate this), and as a result they are drier than parchment paper, to the point where I realized my fingertips were too rough to stroke my baby's perfect whipped-cream skin. A classic standby has saved the day: Weleda Skin Food, the richest, thickest, glossiest cream there ever was, whose tangy citrus scent almost makes up for the fact that I haven't worn perfume in months. As for the rest of my body, Glossier's Body Hero Daily Oil Wash compensates for my forsaking of body lotion, and its orange blossom scent is modelled after French baby products, which is nice because I won't use anything perfumed on my actual baby (he smells delicious all by himself!).

WELEDA SKIN FOOD ORIGINAL ULTRA-RICH CREAM, \$21, WELEDA.CA. **GLOSSIER** BODY HERO DAILY OIL WASH, \$22, GLOSSIER.COM



NAILS

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