

# THE KIT



## MOVING FORWARD

*Naomi Watts opens up about her next big role and why her friendships are everything*

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PHOTO: GETTY IMAGES



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THE KIT MAGAZINE

SATURDAY, NOVEMBER 5<sup>TH</sup>

# HOLIDAY BEAUTY GALA

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POINTS ON BEAUTY

SEE PAGE 8 FOR DETAILS

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## THE AMATEUR NOSE

A fruit farmer sniff-tests a wild-berry fragrance

### THE NOSE

Laura Sabourin, owner of Feast of Fields Organic Vineyard, Niagara, Ont.

### THE SCENT

Luna by Nina Ricci, \$72 (50 mL), thebay.com

### THE NOTES

Wild berries, orange blossom, white everlasting flower, caramel, vanilla

### THE VERDICT

"Wild berries have a really strong smell; they're more concentrated than a cultivated berry. A wild black raspberry is tiny, and the taste you get is a hit in the mouth compared to a commercially grown raspberry. This perfume has more of a floral tone than a fruit tone, and it's very overripe. When fruit is overripe it releases ethanol—that's alcohol, which is in all perfume."

—Veronica Saroli

## SKINCARE

# Tailor-made

Why the customized skincare trend could be just what your complexion needs

BY RANI SHEEN

When Starbucks flooded the international café scene, the promise that you could have your coffee exactly how you wanted it (extra-hot, no-foam, half-sweet) struck a chord with picky—ahem, discerning—consumers everywhere. Now, that same concept is making its way into the beauty world, where new technologies are sparking a surge in made-to-measure skincare. The services exist in varying forms, but usually a consultant, doctor or aesthetician asks you several questions about your skin, assesses it visually or online, and then uses the info to create a formula blended to address your concerns. "I think it's going to be useful for people," says dermatologist Dr. Julia Carroll, who offers a made-to-measure skincare service called Blend & Boost at her Toronto clinic, Compass Dermatology. "It's good for people who are like, 'I've tried everything.'"

But buyer beware: Some extreme and unnecessary services are popping



up, too, aiming to prey on our desire for perfect skin. "I had a company come into my office trying to get me to sell a genomic skincare product that was personalized through DNA swabs from the mouth," says Dr. Adam Geyer, a New-York-based dermatologist, who consulted with Kiehl's on its new custom serum service. "They would come up with your specific mutations that would be corrected with certain ampoules for the small cost of \$1,200 a month. In truth, they're taking a small array of ingredients and saying they're going to combine them. I think that you can target what bothers people about their skin without needing a DNA swab."

Read on for three realistic ways to go custom with your skincare.



### Counter mix

Kiehl's has just rolled out Apothecary Preparations bars in seven of its Canadian stores, where you can sit at a counter with a skincare consultant and tell them everything there is to know about your skin. With the help of an analytical computer program, they'll select two tubes of active boosters—for instance, a wrinkle-reducing complex with retinol, or a calming blend with vitamin E—and send you home with them and a bottle of moisturizing serum base made with squalane, a derivative of olives that can keep unpredictable active ingredients stable. Then you get to play mad skincare scientist and mix them yourself at home. "Part of the concept was the fact that we used things like retinols that are quite difficult to stabilize in conventional formulations," says Dr. Geoff Gensky, head of Kiehl's laboratories. "You have the benefit of everything being freshly mixed together." Once concocted, you should use it within six months. "It's very potent and we want to maintain that potency level through the time that you would be using it."

KIEHL'S APOTHECARY PREPARATIONS, \$10, TORONTO: EATON CENTRE, YORKDALE SHOPPING CENTRE, VANCOUVER: RICHMOND CENTRE, METROPOLIS AT METROTOWN, ROBINSON STREET, MONTREAL, STE-CATHERINE STREET, CALGARY, CHINOOK CENTRE



### Doctor's orders

When you order a bottle of custom-made Blend & Boost cream, you get an expert level of attention because your dermatologist is the one who customizes the formula for you. "The final say is with the doctor," says Dr. Julia Carroll, who offers the service. She chooses from five different bases (hydrating, oil-free, etc.), to which she adds two boosters, such as wrinkle-smoothing peptides or tone-evening niacinamide. There are even two dosage options for brightening vitamin C, so she can adjust the formula based on your needs. She sends the recipe via a web app to the compounding pharmacy in Montreal, and a week or so later, the cream arrives on your doorstep.

BLEND & BOOST FACE CREAM, \$150, COMPASSDERMATOLOGY.CA



### Natural selection

Toronto holistic facialist Julie Clark of Province Apothecary turned her love of creating personalized oil blends for her clients into a custom serum service that anyone can access. Go online to find an extensive questionnaire that covers everything from your job responsibilities and stress levels to allergies and medications, as well as your current skincare routine. Then Clark's team will hand-blend a serum to address your biggest concerns. "I have over 40 oils and essential oils to choose from," says Clark, who claims she has been able to clear up severely dry skin, eczema, cystic acne and pigmentation. "I get to target issues and feed the skin what it needs right now." Bonus: First timers can order a 7-mL sample size to make sure the formula is a perfect fit.

PROVINCE APOTHECARY CUSTOM FACE SERUM, \$40 FOR ASSESSMENT AND SERUM SAMPLE, PROVINCEAPOTHECARY.CA



## WELLNESS

# GET THE PERFECT NIGHT'S SLEEP

Mattress shopping is a nightmare. There is almost nothing worse than walking through a huge store like a lost soul, lying down on innumerable mattresses—shoes hanging politely off the edge—trying to decide if your lumbar feels supported. And what in merciful hell is a sleep number?

This universal *cauchemar* is the driving force behind Casper, a chic start-up that makes (minimalist drum roll, please) only one mattress. "We came at it from the angle that, while staying at a hotel, most people are very comfortable on that mattress," says Nicole Tapscott, general manager of Casper Canada. "So we wondered if we could we take that hypothesis and expand on it."

After trying hundreds of different foams, filming sleep patterns and essentially crowdsourcing prototypes among thousands of different people with different body types, Casper unveiled the so-called one-size-fits-all mattress. We tapped Casper's sleep research to get some tips on how to catch the ultimate Zs. —Kathryn Hudson

### TOP 3 WAYS TO GET THE BEST SLEEP EVER

**1. Focus on temperature** "The number one thing that wakes people up during the night is temperature change," says Tapscott. Look for a mattress that allows for heat to circulate and consider layering blankets. Does your partner like a thick duvet, while you wake up in a sweat? Investing in two blankets may be a simple solution.

**2. Ignore thread count** "Breathability is what's most important," says Tapscott, explaining that thread count figures can be misrepresented and misleading. "You can buy 10,000 thread count sheets that actually create a really constricting environment." Instead, focus on finding high quality cotton sheets that feel soft and let your body breathe. "It's all about having long threads and a balanced weave."

**3. Sleep on it** "The only way to know if you like a mattress is to sleep on it," says Tapscott, which is why Casper allows customers to sleep on one of its mattresses for 100 nights before deciding if they'd like to keep it.



"If you don't sleep one night, your skin will look dry and sallow—it's immediate. You'll see it overnight. And if the stress continues, then your skin gets drier; drier; drier; and replenishing it is going to take a little bit more effort. To me, skincare is health care." —Dr. Howard Murad, dermatologist and author of *Conquering Cultural Stress: The Ultimate Guide to Anti-Aging and Happiness*

### UPGRADE YOUR SNOOZE



MURAD ESSENTIAL C NIGHT MOISTURE, \$76, SEPHORA.CA. AMORE PACIFIC TIME RESPONSE SKIN RENEWAL SLEEPING MASQUE, \$250, NORDSTROM. NIVEA GLOPLUS ANTI-WRINKLE NIGHT CARE, \$29, DRUGSTORES. CASPER PILLOWCASES, \$85 (STANDARD), CASPER.COM. LA VIE EN ROSE TOP AND BOTTOMS, \$35 (SET), LAVIEENROSE.COM. ADORE ME TOP AND SHORTS, \$67 (SET), ADOREME.COM. FLEUR OF ENGLAND NIGHTIE, \$285, FLEUROFENGLAND.COM. SLEEPY JONES TOP, \$184, SHORTS, \$64, SLEEPYJONES.COM

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