

SHE CANADA

Skin Deep
**DECODING ACIDS
IN SKINCARE**

**KING KHAN
THE ULTIMATE
BOLLYWOOD
LEADING MAN**

**British Fashion
Awards 2015**

preloved
**PROUDLY MADE
IN CANADA**

**NO PLACE
FOR INDIANS**

*Is the Millennial Workplace Set to
Fail Working Moms?*

FEB/MAR 2016 \$4.99 CAD | Dhs 16.08 AED | £3.28



NEVER HIDE



Ray-Ban

GENUINE SINCE 1937

HOSPITALITY DEVELOPMENT ENTERTAINMENT

SUNRAY
GROUP

The Sunray Group is a dynamic and innovative organization specializing in the fast-growing hospitality industry in such areas as hotel development and management, property development and entertainment. The Group is successfully building an ever-increasing portfolio of award-winning brands, which include partnerships with Marriott Hotels, Best Western, Choice Hotels, McDonald's and Tim Horton's. The Sunray Group currently owns and operates 15 hotels across Ontario and Quebec. Most recently the Group has expanded into the entertainment industry, collaborating with some of India's finest talent to bring to Canadian audiences.



SHE CANADA

Editor/Publisher **KAMRAN ZAIDI**

Executive Editor PRIYA KUMAR

Associate Editor AAISHA ZAFAR ISLAM

National Account Manager JACQUELINE NOVAK

Art Layout Lead JENNIFER RONG

Travel Contributor ZEBUNNISA MIRZA

Features Contributors IMAN KHAN, JUNIA GONCALVES, MARIA VASSILIOU

Marketing Manager ERUM ZEHRA

Subscription Inquiries:

Please go to <http://shemagazine.ca/subscribe>

To Contact SHE Canada:

Write to SHE Canada, 1999 Avenue Rd., Toronto, ON, M5M 4A5

Or info@shemagazine.ca, Facebook: SHECanada

Twitter: @SHECanada

For Advertising Inquiries:

Please contact Kamran Zaidi, 416 644 7788, 416 878 0SHE

kamran.zaidi@shemagazine.ca

SHE MAGAZINE CANADA IS A REGISTERED TRADEMARK OF KAMRA ON PRODUCTIONS INC.
COPYRIGHT © 2015 KAMRA ON PRODUCTIONS INC. ALL RIGHTS RESERVED. PRINTED IN
PAKISTAN





LANVIN

Love resin and gold-tone box clutch \$5000

IN EVERY ISSUE:

EDITOR'S NOTE **6**

SHE ONLINE **7**

CONTRIBUTORS **8**

TWEETS TO THE EDITOR **9**

SHE SHOPS **10**

HOT STUFF **47**

HE **48**

· *HEPreneur: Dr. Pretam Gharat*

SHE CARES **65**

· *The Clothing Drive*

· *Lady Fatemah Trust*

BEAUTY **86**

· *Go Go Green*

· *Get the Look*

· *Skin Deep: Decoding Acids in Skincare*

QUOTE /UnQUOTE **94**

· *Quotes on Falling in Love*

FEATURES:

COVER STORY **28**

King Khan: The Ultimate Bollywood Leading Man

FASHION **18**

· *preloved: Proudly Made in Canada*

· *From Brazil to the World*

· *British Fashion Awards By The Numbers*

SOUTH ASIA **34**

· *SHE Pakistan in SHE Canada*

SHE OPINION **22**

· *Working Moms and the Workplace*

· *No Place For Indians?*

FOOD AND DRINK **14**

· *Spring Holidays: Holi and Easter*

TRAVEL **80**

Paris, the City of Love

WELLNESS **72**

· *Growing in Greens*

· *How to Host a DIY Party*

EVENTS **82**

· *SHE's Out & About*

Editor's *note*



EDITOR
S.M. Kamran Zaidi

Hello, springtime! The frosty mornings are slowly but surely coming to an end, tulips are beginning to surface and a variety of warm-weather activities are dotting our calendars. Ushered in by Valentine's Day, the new season is also sure to bring with it a new set of trends, ideas and lifestyle changes.

But first, I must touch on our cover story. Branded the biggest celebrity on the planet, Shah Rukh Khan met with SHE Executive Editor Priya Kumar in London, England. Days before the international release of his latest box office smash *Dilwale*, SHE deconstructs Khan's definition of love, his thoughts about working on-screen with Kajol again and what he hopes audiences get from the film. Find out more on page 28.

On a more somber note from India, we're proud to shed light on the Nirbhaya the play. We had the opportunity to interview writer and director Yael Farber about the concept behind this project. Featuring poignant narratives by real-life sexual assault survivors, the play weaves together a powerful message about societal attitudes towards rape (p. 60).

Back on Canadian soil, we look into legendary up-cycled brand preloved. Working in tandem with Redwood Classics, we sit down with the powerhouse women behind these textile companies and discover the importance of keeping operations within the Canadian family. Read more on page 18.

Finally we would like to extend our condolences to the family of Sheikh Al-Nimr. Sheikh Nimr vocally expressed his disagreement with government policies in Saudi Arabia's largely Sunni Eastern Province. His execution took place along with 46 others on January 2nd of this year under the grossly exaggerated charge of terrorism.

Tweet us your questions, comments and thoughts to @shecanada. We always reply to our readers.

A stylized, handwritten signature in black ink, consisting of a series of loops and a long horizontal stroke.



With Valentine's Day just around the corner, SHE Online is stoked to bring you a smorgasbord of love-related content. From our legendary gift guides to relationship inspired Brown Girl Problems to health and wellness posts about the pitfalls of binge-eating candy, SHE Online is the only place to be this February/March.



[instagram.com/shecanada](https://www.instagram.com/shecanada)



twitter.com/shecanada



[facebook.com/shecanada](https://www.facebook.com/shecanada)

Annual Subscription: 6 issues for \$12



Mail to: SHE Canada Subscriptions
1999 Avenue Road, Suite 202
Toronto, ON, M5M 4A5, Canada

NAME (PLEASE PRINT) _____

ADDRESS _____ APT/SUITE _____

CITY _____ PROV/STATE _____

COUNTRY _____ POSTAL CODE/ZIP CODE _____

EMAIL _____

☐ Cheque (enclosed) ☐ Credit Card

Expiry Date MM/YY _____

Security Code _____

Credit Card Number _____

SAVE 60%

SHE CANADA

Contributors

“What’s your favourite Valentine’s Day candy and why?”



PRIYA KUMAR
Executive Editor

Anything leftover in stores on February 15th. 50% off!



ZEBUNNISA MIRZA
Travel Contributor

Heart shaped Lindt because Lindt + hearts = happiness!



AAISHA ZAFAR ISLAM
Associate Editor

Ferrero Rocher and Kit Kat, one after the other till I have finished all the stock at home. And I never let a “why” come between myself and chocolates.



JUNIA GONCALVES
Editorial Contributor

I’m not a big fan of sweets but I love sour gummies in heart shapes. I find them cute enough to share!



Jacqueline Novak
Editorial Contributor

Not too keen on Valentine’s Day candies, but I wouldn’t turn away a Kinder Surprise.



IMAN KHAN
Editorial Contributor

It doesn’t matter! What’s important is that I get to tell the kids, “Hands off! That’s mine!”

Tweets to the editor



Deepica Mutyala and Irene Khan Retweeted you 18 Dec 2015

#SHEPicks our Top 5 favourite South Asian Beauty gurus: @deepicam @DressYourFace @irene-sarah @amenaofficial & Raesa

Amena @amenaofficial 18 Dec 2015

Amena Retweeted SHE Canada

Thank you! Well done, girls!

Canadian Magazines Retweeted you 23 Dec 2015

Warm wishes and all the joy in the world to our readers. We'll see you soon in 2016! Stay blessedly happy folks!

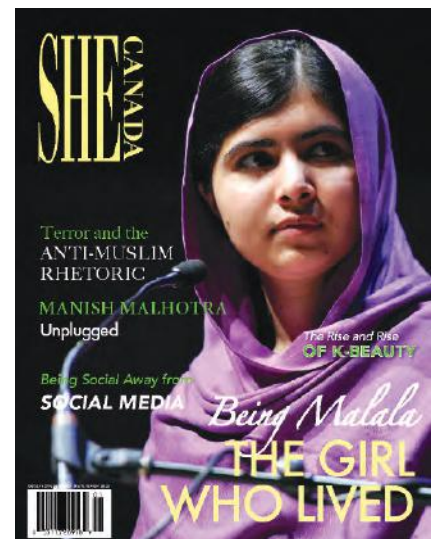
Christie Lohr @StyleNineToFive Jan 3

SHE Canada is looking for a Magazine Intern! <http://owl.li/WypZb> #SNTFinternships
#internship #intern @SHECanada

NYXCANADA @nyxcanada Jan 5

@SHECanada loves our Dark Circle Concealer! Which is your favourite?
View their top 5 list here: [http://concealers bit.ly/1kIHzhq](http://concealers.bit.ly/1kIHzhq)

DEC/JAN
Issue





VALENTINE'S

It's Valentine's Day and baby, it's still cold outside. To look good no matter what the weather report says, here are some of our picks that will transition perfectly from winter to spring.



fashion



- 1 **Burberry** Brushed Cashmere trench coat \$3,760
- 2 **Stella McCartney** Elitta draped fil-coupé satin mini dress \$2,740
- 3 **Diane Von Furstenberg** Jumpsuit \$1,070
- 4 **Aldo** Aresa Bordeaux Heels \$80
- 5 **Oliver & Piper** 24K gold Curly Initial Monogram Necklace \$100
- 6 **Stuart Weitzman** The Chapter Boots \$500
- 7 **Christopher Kane** Embroidered silk-blend tank \$575
- 8 **Vero Moda** Dacia Long Sleeve Top - \$49
- 9 **Céline** Vintage Cable Knit Sweater \$440
- 10 **Fleur Du Mal** Crocheted Bra Set \$135, \$80
- 11 **Tom Ford** Satin trimmed tuxedo pants \$1,721
- 12 **Diane Von Furstenberg** Croc Embossed Tote \$440



Spring



The coming season is all about bright colours, sequined statements, stripes and pajamas. Yup, you can get away with simply rolling out of bed and heading to work this spring. Even with beautiful pieces from Alexander Wang, bold statements from Christian Dior and athleisure wear from Lavin, you're still able to channel your inner rock star with leather and big cropped bomber jackets.





FORWARD



- 1 ALEXANDER WANG Leather cut-out ankle boots \$875
- 2 MUGLER THIERRY Vintage leather bomber jacket \$11, 875
- 3 COURREGES Skirt \$720
- 4 SONIA RYKIEL Sequined dress \$8950
- 5 LANVIN Loose fit pleated trousers \$1135
- 6 CALVIN KLEIN Essentials satin short robe \$78
- 7 LONGCHAMP 'Le Pliage' Striped tote \$380





Spring Holidays

BY JACQUELINE NOVAK



Holi, known as the 'festival of colours' is celebrated on the full moon day during the month of *Phalguna* (February to March). A mix of vibrant colours and water are mixed with each other, all the while loud music, drums pulsate the next phase of the celebration of Holi. Similar to other festivals in India, Holi signifies a victory of good over evil.

The back story contends that the legendary King Hiranyakashipu was demon-like in nature. He wanted to take revenge for the death of his younger brother who was killed by Lord Vishnu. He prayed for power and his wish was granted. But when he rose to the throne, he beckoned

his people to treat him like God. When his son refused to worship him as God, deciding to remain faithful to Lord Vishnu, the King hatched a devious plot to kill his son by fire. Holika, the King's sister, met her end as she failed to burn her nephew with the power of her fire. The failed murderous attempt backfired, literally, and she was burned to death. The lighting of fires symbolizes this triumph of good over evil.

A celebration of light and colour, vibrant shades of excitement became a part of Holi when Lord Krishna, (Reincarnation of Lord Vishnu) started celebrating with colours. It is after all, also viewed as a spring festival to say goodbye

to winters. A celebration that brings about excitement and creative expression in the form of colour, Holi spans three days when followed close to its origin.

Prior to the all-encompassing colour-laden celebration, preparation is taken on day one, during which coloured powder and water are arranged in small brass pots. The celebration officially begins when the eldest male member sprinkles colours on his family. In preparation for the celebration an effigy of Holika is burned to commemorate the triumph of good over evil.

While celebrations take flight, music from the *dholak* is played and people dance to the beat of this two-handed drum. Also common during these celebrations is the enjoyment of delicious treats such as *gujiya*, *malpuas* and *mathri*. Revellers drink *bhanga*, a beverage whose cannabis contents can relieve anxiety and heighten enjoyment of the festival. Still it's important to note that people are warned not to consume it to excess.

While it celebrates the coming of spring and vibrant colours, Holi also signifies the disregard of social norms. It's in the indulgent nature of the holiday in which colour splashing, paint throwing, dancing and abundant merrymaking is the norm. The beauty of the holiday, with its less restrictive religious affiliation, calls forth all who wish to celebrate the end of drab winter months and to usher in the arrival of spring. Because of this loosening of societal norms and almost rebellious nature, people from all walks of life, are seen as one mass and the holiday, a positive social celebration.





EASTER

BY JACQUELINE NOVAK

Easter is the day when Christians celebrate Jesus Christ rising from the dead. Jesus, believed to be the son of God, is said to have given his life for our sins. The scriptures provide that on the third day after he died, what we now celebrate as Easter Sunday, his friends went to his grave and noticed that he had risen from the dead.

A commemoration of the spirit of forgiveness and the call to live a life free from sin, are some of the hallmarks of this popular Christian holiday. Most people see Easter as the acknowledgement of the day that Jesus was said to come back to life after being crucified for mankind's sins. On this day he was said to have visited his friends and followers promoting the message of eternal life and lasting forgiveness.

Easter signifies the last week of Jesus' life, some know this time as the "Holy Week". It signals the end of Lent, a time when traditionally Christians fast. It starts off with Palm Sunday, which commemorates Jesus' ride through Jerusalem to celebrate the Jewish festival of Passover. Now, people remember Palm Sunday by adorning churches with palm branches, and giving palms out to congregation members. Some members of the church fashion the palms in the shape of a cross.

Also during the Holy Week leading up to Easter



Sunday, there are accounts of the Last Supper, which was soon followed by the crucifixion of Jesus for proclaiming that he was the son of God. For as much as his followers praised him as the saviour, there were naysayers and these individuals brought Jesus to his death upon the cross.

On Easter Sunday, Christians celebrate Jesus' rise from the dead. Jesus had told his disciples that he would rise again from the dead and he visited his old friends, thus proclaiming his prophecy to be true. For this reason Easter is, therefore a time of great celebration for all Christians. Parishioners share in a mood that is filled with joy and an uplifted spirit.

The traditions of Easter can be traced back far in history. One would think that the Easter Bunny is a relatively new concept but when one looks back to the Anglo-Saxon times, the hare was an important symbol of fertility and therefore played a prominent role in ushering in the spring and new life. The legend behind the East-

er Bunny is that a goddess Eostre came upon a wounded bird and turned it into a more capable hare so that it could make it through the winter. Then, not shaking its true identity, this very same hare found that it could lay eggs and began to give them as gifts. Eggs are in fact associated with new life and can also be seen as symbolic of the resurrection of Jesus. It wasn't until the early 1800s that chocolate became more widely available and used in the celebratory egg production.

It is interesting to note the rise in the popularity of decorating eggs as a way to promote the ushering in of a healthy season of prosperity both in physical form and through one's spirituality. Still, the most elaborate take on the tradition of decorating eggs came from Russia, when in the late 1800s/early 1900s Russian aristocracy commissioned the French jeweller Fabergé to create the most elaborate egg made from enamel and bejewelled with precious offerings of symbolic shine. Of course these original art pieces are worth millions of dollars today.





preloved

Proudly Made in Canada

By Priya Kumar

Since 1995 preloved has been “perfecting the art of mass producing a one-off.” Their entire operation from designing and manufacturing to shooting and shipping is all done locally. What sets preloved apart from other major Canadian fashion retailers is their dedication to recycling garments before they’re simply tossed out. “Over the past 20 years we’ve breathed new life into over 1,000,000 sweaters otherwise destined for the landfill.” Their studio is located in the middle of their factory to ensure their designers have full control over their vision.

I had the opportunity to catch up with Julia Grieve, founder of preloved. Besides running the label with a dedicated team, the entrepreneur is also an eco-design leader, wife and mother of three.

Grieve began her career as a high-flying international model. The experience allowed her to develop a real eye for style and design. Since founding preloved in 1995, she has grown the brand on a global scale. Today it’s available at 400 boutiques and stores internationally with intent to continue to grow online. As a voice in fashion, Grieve has also worked

as Fashion Editor for *Impact Magazine* as well as a contributor to *The National Post*’s style section. Most notably, she’s hosted 42 episodes of GlobalTV’s *Diva on a Dime* and has been a mentor on *Project Runway Canada*.

Here’s what she had to say about her enterprising label:

preloved turned 20 this year. How did the concept for the label come about in 1995?

The best ideas are the simplest ones. For preloved, it was taking something old and

making it new again. I have always had a love of vintage clothing and the notion that what you are wearing is one-of-a-kind. The only problem is sometimes vintage clothing can have a bit of a “costume” feel, but if you update the item and give it a modern twist, then you have an incredible, one-of-a-kind piece that is perfectly on trend. That was the idea behind preloved, 20 years ago, and it still is today!

Sustainability has recently become a buzzword in fashion. How has preloved made it a part of its mandate all these years?





I always call myself the accidental environmentalist. We have been in green fashion long before the world knew what green fashion was. The impact preloved has had on the environment has been the most positive result I could have ever imagined. In one year, we will breathe new life into over 100,000 wool sweaters, 10,000 pairs of wool pants and 7,000 dress shirts. With stats like that, we just couldn't ignore the benefits the planet. So now, as preloved grows and evolves, sustainability is at the forefront of our approach.

Tell us a bit about the journey of the fabrics used by preloved.

We get a lot of our inspiration from the vintage fabrics we source. Original button details, patterns and pockets – we never know which direction they will take us in. I have been digging through mounds of vintage clothing for over two decades and it still inspires me everyday.

What can you say about the design process? Using pre-cut material must be a challenge;

how do you work around this?

It is a jigsaw puzzle. Like one of those tough 3D ones, with 1000+ pieces. With 20 years behind us, I think we are getting the hang of it. We are very fortunate to have built an incredible relationship with our manufacturer, Redwood Classics. Together we have mastered the art of mass-producing a one off!

Your pieces are one off, using a variety of materials. As an entrepreneur, have you ever encountered any challenges that may have been obstacles in your supply chain? (i.e. the availability of recycled textiles)

Over the years we have found ways to deal with this challenge. One of the most successful is our use of over-run fabrics, or 'dead stock' material (fabric that is new, but is left behind on the bolt after someone else is done with it). This gives us yardage of fabric to work with, which can be blended with the vintage material. It's a sustainable way to add consistency to our production.

How has preloved maintained its identity as a Canadian-owned brand on the international stage?

Being able to keep every part of our brand truly Canadian for the past 20 years is probably our greatest accomplishment. With the support of our manufacturer, right here in Toronto, we have been able to cost-effectively produce a line that is of the highest quality, and coveted on the world stage. Staying in Canada was a conscious decision and one that has been a key factor in our success. It's pretty incredible to be part of the "Made in Canada" brand. We couldn't be more proud.

Find preloved in a number of stores and boutiques across the Canada or shop online at <http://www.getpreloved.com>.



Kathy Cheng

Founder of Redwood Classics

By Priya Kumar

Kathy Cheng grew up immersed in the buzz of her family-owned garment factory in the east end of Toronto. She became familiar with the work that went on at the operation and today as an adult, she calls the shots as founder of Redwood Classics.

Redwood Classics is a Canadian-owned and operated garment manufacturer. Its clients have included Roots, Ralph Lauren, Club Monaco, the Hudson's Bay Co. and of course preloved. Right in the middle of the busy Christmas season, I had the chance to catch up with Cheng to ask her a few questions about heading up operations at Redwood Classics. We also discussed the importance of the enterprise being vertically integrated and how Redwood Classics intends to give back to Canada at large. Our conversation unfolded as follows:



Describe Redwood Classics as a brand in your own words.

Redwood Classics is as Canadian as the boutique-style factory in which we operate. Each bespoke piece is handmade in our Toronto factory by some of the most talented and gifted craftspeople in Canada. Our mandate is to remain true to our founding principles of quality, integrity and longevity - and giving back to the country that has given us so much.

How did the collaboration with preloved come about?

We have been proud to be working with Julia for over 15 years, producing her impeccably designed pieces right here in Canada. Recently, preloved moved their head office operations right here to our Toronto-based factory and our ability to collaborate on projects like this one took off. It's been incredible to have Julia's energy and vision inspiring us each and every day as this collaboration has come to life.

Tell us a bit about Redwood Classics as a product and what sets it apart from the competition.

Our selection of decorating, design and customization possibilities has been meticulously procured over

the past three decades. Combined with our unsurpassed dedication to preserving the art of the carefully crafted garment, we are able to provide the highest calibre apparel available to the North American market. We believe strongly that being Canadian is what makes us so special, and we have incorporated a social media engagement strategy that not only promotes what we do, but that helps to celebrate amazing accomplishments of other "made-in-Canada" entrepreneurs.

Redwood Classics is proud to be vertically integrated. Why did you feel this was important for the company?

For us, vertical integration means superior quality and consistency. It also means shorter turn-around times for our clients. It's important to us to be able to offer lower minimums and shorter lead times than any offshore operation, helping to reinforce the value of buying Canadian made garments. From knit to ship, vertical integration helps us prove that you never have to compromise on quality to get what you need quickly.

Redwood Classics is dedicated to making the industry as diverse and responsible as possible. What steps is the company taking to ensure this vision is carried out?

We work tirelessly to reinforce the value of human life in the apparel industry. To honour and promote this vision, we pay Canadian labour rates, Canadian taxes and abide by rules and regulations set forth by various levels of government. This process ensures that each and every individual employed works in a safe, quality environment where they are treated with dignity and given the social support that every Canadian deserves.

Finally, we believe it's important to serve the community in which we live and operate. With the contributions of immigrants over many years, Canada has developed into a richly (and proudly) diverse country. It's important that we give back to the country and community in which we live and operate. Redwood Classics firmly believes that people and planet come before profit.

Redwood Classics and preloved have joined together to turn old friends into new favourites. Each pair of upcycled mittens is the second act of carefully curated vintage sweaters that have been repurposed and knit to love for years to come. Chic, cozy and stylishly sustainable, you'll want to get your paws on this collection in time for the holiday season.

PROUDLY MADE IN CANADA









getpreloved.com
redwoodclassics.net



Is the Millennial Workplace Set to Fail Working Moms?

What is it “all”? And why does it still prove elusive for most women trying to find an ideal work-life balance? Motherhood can be a frustrating journey in itself. Do career setbacks have to add to a working mother’s list of never-ending worries?

By Aaisha Zafar Islam

In the three years since writing the explosive essay “Why Women Can’t Have it all” for *The Atlantic*, Anne-Marie Slaughter has come a long way, fleshing out her frustrations with the modern workplace and its inability to accommodate the vagaries of motherhood, in her book *Unfinished Business*. While Sheryl Sandberg urged the coming generation of career women to “Lean In” and pick up the leadership baton in work force, Slaughter suggests that if women are to achieve parity

with men at work, conditions need to change. When men are lauded for being more involved in parenting, and a working mother is seen as an underperforming member of the team if she exhibits the same level of dedication to her child’s needs, Slaughter argues, society is setting grounds for women to fail.

At my son’s first school advisory council meeting, we were all asked to introduce ourselves. While other parent’s brief was a comprehensive list of accomplishments and

titles, I kept mine really short: “My name is Aaisha and my son just started going to this school.” My husband obviously takes more pride in all that I’ve been and when it was his turn, instead of talking about himself, he re-introduced me, stringing together my jobs in mass media into an impressive tapestry of what I’d been before my son came along. He said I was humble; I thought I was being exact with the truth. At that point in time, my job as a mother to two children under the age of five was the most important (and most trying)



job I'd ever held. Being a stay at home parent is a full-time job and more often than not, one that is assumed will be taken up by mothers. As a freelance journalist I have the luxury of being able to work from home, but I no longer thought of it as the definition of who I was, at least back then. From what I could see, my career was "mother."

Over the years I have seen how my friends' careers have panned out, depending on whether they chose to continue working after having their children, or took a break like I did to start anew. Both tracks are fraught with guilt trips, regrets and frustrations at having to juggle duties as a mother and a professional.

One of the reasons finding your "working mom" sweet spot is that hard in the South Asian milieu is our traditional way of thinking where mothers have to be the primary caregivers, holding down fort at home while menfolk go out and provide for all their family's needs. As we see cadres of women in workforce rising, what lacks is an understanding that one day these young women will marry and have kids. It shouldn't be seen as a career setback, or a lack of commitment towards her work, nor plummet her 'employability'.

In her essay, Slaughter mentions that a deciding factor in how much a working mom is able to achieve professionally is the level of spousal support at home. The joint family system is obsolete. With nuclear families becoming the

norm, there are times when fathers will have to become the "primary parent" and be there for the children when his wife is out late for a project, or her work takes her out of town. It is difficult for men, and for society at large, to understand that sometimes a man will have to put his wife's career first. In October last year, Slaughter's husband, Andrew Moravcsik, a tenured professor of Politics at Princeton, shared his half of the story in *The Atlantic*. He documented his journey to becoming and continuing his position as the lead parent in his family. And again, he reiterates most of the points that his wife had highlighted in her essay, of how skewed society's perception of parenting is.

Family dynamics and economics have changed, our ideas haven't. It is still a sore point for many men to admit that their wives are more ambitious, more accomplished and can earn more than them. In the same vein, a father who is the lead parent can find it difficult to be understood in a society that has still to come to grips with the idea of traditional gender roles reversed at home.

Talking to women around me, similar patterns of thought emerge. A friend who was doing admirably well for herself in her advertising career had to leave her position as Creative

Director simply because it had come to a point where she was spending more time on her out of town work trips in a month than at home. All the travelling took a toll on her family life. She had a supportive husband but with two young kids under eight, she thought it would be wiser if she took up a career that afforded more flexibility in scheduling than a regimented corporate advertising position. Instead she started working on the script of her feature film that is slated for release this year in Pakistan. An ambitious woman has to exhibit fluidity in planning out her life and that of her family. She is the one expected to step back when her children need her, not her husband.

When it comes to raising children, they don't need their mothers all the time, they need quality time. A mother who is frustrated with her situation, overwhelmed by parenting challenges is going to be easily irritable. Parenting needs unlimited reservoirs of patience. A woman who has had a fulfilling career cannot be expected to sit at home and



feel like a useless member of the family, or be judged for ignoring the needs of her family should she continue with her career. It is easy to stereotype mothers into being dedicated if they stay at home and uninvolvement if they work.

South Asian women tend to study, work and live till they are in their late twenties and early thirties. They then settle into domesticity, have kids in thirties and that is an entire decade of their lives devoured by parenting duties. By the time their children go to school and she gets the luxury of “me” time, she’s already in her forties if not fifties. This is the time we see many women returning to the workforce, and as Slaughter rightly highlights, they not only have to start their careers from the very beginning, their peers are often women a full decade younger than them. Every time a woman takes time off from work to have a child, unless she returns after her maternity leave, it seems that the world has moved on and she will have to go to the back of the line.

For mothers who continue to work, opportunities and work promotions will have to be

passed if there are scheduling clashes with her parenting duties. Moms are always listed as the emergency contacts on a child’s school forms, she’s the one who will take time off work to tend to a sick child, shuttle him/her to activities and be the point of contact for any school and after-school activities. Often times you will see the mother put in extra hours, sacrifice her sleep and rest times to make sure that both her mothering and professional goals are being met.

It is one thing for the Prime Minister of our country to dramatically declare “Because it is 2015” when asked about why he had gender parity in his cabinet, and quite another story when you look at the structure of our society.

The wage gap in Canada is 82 cents for a woman for every dollar earned by a man. In May last year, Alex Johnston, the executive director at Catalyst Canada told *The Globe and Mail* that “the global pay gap was about \$4000 on average between men and women and the Canadian pay gap was just over \$8000.”

Add a sputtering career into the mix and you have women destined to be the ones who will have to leave work to take care of the family, always making less than their male colleagues and particularly vulnerable if they are single parents.

The more we study reports, whether about gender inequality or the under representation of women in certain sectors, like STEM (Science, Technology, Engineering and Mathematics) the more we find out that women while they may start on par with men, or even at an advantage, relationships take a toll on their career. Life is to be lived and demands flexibility. If the work structure punishes a member for taking time out to care for or attend to family and applauds another for the same, we still have a long way to go. For women in the work force, especially mothers, Mr. Prime Minister, it isn’t 2016 yet, not by a very long shot.



No Place For Indians?

A free-thinking man in the world's largest secular democracy expressed his alarm on the rise of religious intolerance in the country he calls home and the entire country threw a hissy fit.

By Iman Khan

On November 25, 2015, at the Ramnath Goenka Excellence in Journalism Awards, Aamir Khan, one of India's leading superstars and a social campaigner, was asked to share his views on 'insecurity' amidst the spate of events prompted by religious intolerance in the country. The actor was candid in how he felt, adding, "(Wife) Kiran and I have lived all our lives in India. For the first time, she said, should we move out of India? That's a disastrous and big statement for Kiran to make to me. She fears for her child. She fears about what the atmosphere around us will be. She feels scared to open the newspapers everyday. That does indicate that there is a sense of growing disquiet."

To this, social media erupted in a frenzy. Everyone, who is anyone - Indian or NRI, Hindu or Muslim, actor or politician - had an opinion. And a vociferous one. While a handful of supporters endorsed or at best supported his right to freedom of speech, an overwhelming majority called him out on his seemingly boorish behaviour and complete disregard for national allegiance. A barrage of hateful and vitriolic rhetoric came lashing out at the actor who, interestingly enough was in recent times featured on the cover of *Time Magazine* for his blue ribbon contributions to various social issues that plague the Indian middle class through his television talk show - *Satyamev Jayate* (Truth Prevails). Accusations of 'shaming our country', and open invitations to a 'one

way ticket to Pakistan' came at him vengefully. A deeply distressed nation continued to show their dissent through an active social media campaign directed solely to downvote the SnapDeal app - an ecommerce site - that Khan endorses, while hordes of others promised to boycott his films to show their displeasure. Certain overtly zealous groups took their umbrage to dangerous levels by organizing threatening protests outside the actor's home. A reward of one *lakh* (hundred thousand) rupees was promised to anyone who would slap the actor.

The actor subsequently cleared the air through a press release categorically stating that he or his family had no intentions to move out of the country. And that they called India home.

Incidentally, this is not the first time that a Bollywood celebrity has threatened to leave the country on grounds of 'intolerance'. In 2009, Kamal Hassan promised to migrate overseas if his directorial venture *Vishwaroopam*, a movie that allegedly showed Muslims in poor light, was denied a nation-wide release.

To the naysayers who say that they 'made' Aamir Khan or the other reigning superstar Khans, the apt response would be that the movie stars became hugely successful at their craft through much of their hard work, talent and diligence and definitely not because they were 'tolerated'.

For those seeking factual validation into Aamir Khan's supposed pontifications, know that, as history dictates, India is no stranger to intolerance, or insensitivity. The very fabric of the republic is deep-rooted in the seeds of the 'Divide and Rule' policies planted firmly by years of an imposing British Raj. Since its year of Independence in 1947, India is known for its brazen injunctions on creative arts, food and people. Caste prejudices have always existed, female subjugation is mostly unimpeachable, and communal riots have been more frequent than we would care to admit.

What explains the sudden hysteria and national-level fixation over the rising intolerance controversy? The difference at this time is that while atrocities were also incurred during erstwhile regimes, the ability of perpetrators of crime to walk away scot-free under the current

government rule, with zero accountability and absolute impunity has increased. It is open season for *gundagurdi* or mob rule. It is this majoritarianism or sense of absolute power that is fuelling intolerance towards the outnumbered. The Prime Minister's decided silence with regards to criminal transgressions underlines a tacit encouragement to these religious fanatic groups. Hindu culture is being confused for Indian culture, and minorities are being forced to either conform or be invariably relegated to second-class citizens with limited rights.

In September 2015 in Dadri, Uttar Pradesh, a Muslim man was lynched to death by his unrepentant, bovine-revering neighbours for allegedly consuming beef. An investigative police probe followed - not to rope in the culprits of this heinous act - but to determine if the stored meat was in fact beef. The Prime Minister deemed the incident as 'unfortunate', two weeks later. In retaliation to the Dadri mob lynching, scientists and several literary luminaries including Booker Prize winner, Arundhati Roy, spearheaded a campaign of #AwardWaapsi (Awards Return). They expressed disappointment in the rising sentiment of intolerance and the State's inept handling of the attacks against religious minorities in India by returning their national awards.

In October 2015, veteran journalist Sudheendra Kulkarni who brought a former Pakistan foreign minister to Mumbai for a book launch, was doused with ink by irate Shiv Sena workers. The barefaced helplessness of the state

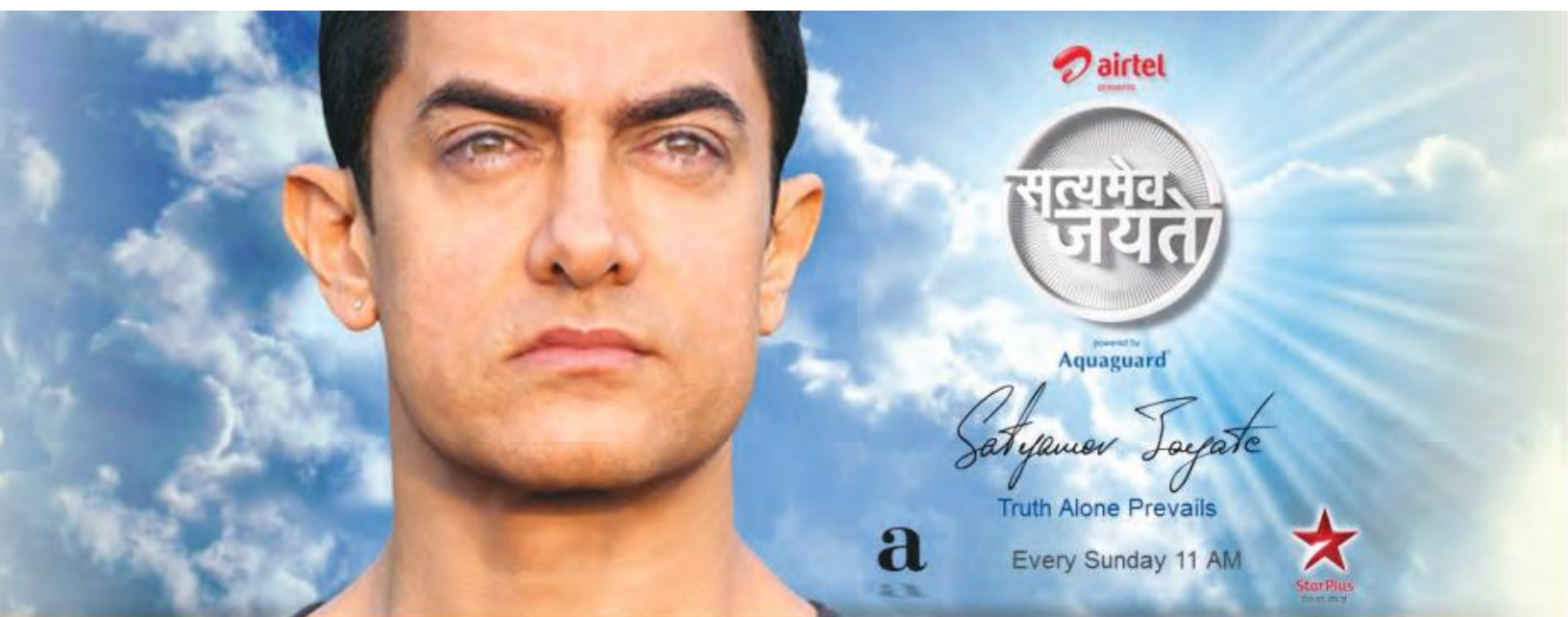
government in the matter, and blatant strong-arming by the regional party came plain in sight, thereby reinforcing the idea of general intolerance to disparate viewpoints.

Recently, renowned ghazal singer Ghulam Ali, movie stars Fawad Khan and Mahira Khan, along with any other Pakistani performer or cricketer have also been denied entry into the state of Maharashtra by India's right wing political party Shiv Sena purely on the pretext of ideological differences - an act that is unprecedented even by the standards of the religiously feverish fringe groups.

Radicals have actively been using the ruse of Love Jihad, the whimsical idea that Muslim boys are trained to sexually attract Hindu girls to trap them into marriage, enable their conversion and produce Muslim progeny, to instigate and actively provoke inflammatory reactions with the sole intention of causing communal discord.

There is also the acerbic #GharWapsi agenda that is notorious in its insinuation that 'ghar' or home is being of the Hindu faith, consequently causing a disenfranchisement of any other religious denomination.

Besides the aforementioned regrettable happenings in a modern India, the mundane, too, is marred with an increased sense of dogmatism notably in our begrudging attitudes towards dusky women, in a man's apparent failure to control his basal urges around a





woman in a short skirt, or in dreadfully biased depictions of blacks in our movies shown as inevitably nefarious.

Being an NRI for the better part of my life, yet having to travel to India for extended periods of time on family sojourns, the sense of habitual intolerance is palpable at every touchdown. Many will argue that the chants of intolerance ad nauseum is wondrously in line with the Opposition's political agendas to unsettle the current government and rein in any international investments, thus hurting the ruling party's promise of an 'India Shining'. Even so, this is a conversation that has been long overdue, and is unarguably one worth having.

The thing with intolerance is that unless we are the direct targets of it, we remain indifferent. Our deeply warped sense of national pride is used to cover cavernous loopholes in a system that is fraught with unscrupulousness and exploitation. There is always a lingering feeling of a certain kind of conformity apropos beliefs, attire, dietary habits, or culture that is expected out of us, to certify us as a resolute Indian citizen. This mindset has been so reinforced over time that it is hard for most to see it as it is - highly misguided. Because we see things so often, we actually see them less and less. Raging acid attacks on women by spurned lovers, rampant corruption, rape, child sexual abuse, excruciating poverty, systemic discrimination against minorities in the public jobs sector is

so deeply ingrained that it has become a prevalent part of everyday life in India. And everybody is immune.


It is only when we are exposed to life in a veritable and true secular surrounding, that we are able to fully comprehend and appreciate the liberties that it has to offer. Where if there is a hate crime committed against any faction of society, the powers that be go into overdrive to quell unruly elements and vow full legal support to the victims. Where you can dress as you please and you still stand a chance as an equal contender to gainful employment with an evenly matched pay. Where you have a system of law and order firmly in place to protect your basic human rights. Where you can adhere to any dietary preference, and you still stand a chance to life. A full life. A meaningful life. A life as fair as can be.

As Indians, let us show our collective intolerance to ignorance-driven jingoistic speech that is being passed off as patriotism.



Let us work towards a country where its people can preserve their rights to protest and step up to be active agents of social change. Let us build a country that is avowedly secular and all-encompassing in its promise of pluralism. That is the India we dream of and strive for.





KING KHAN

The Ultimate Bollywood Leading Man

By Priya Kumar

The western media has contextualized him as Brad Pitt, Tom Cruise and George Clooney all rolled into one. He has appeared in more than 80 Bollywood films and has received countless accolades for his work. According to sources, his net worth is upward of \$600m, placing his earning capacity above all the aforementioned Hollywood actors and then some. *SHE* had the opportunity to catch-up with the megastar at the London, England press conference for his latest smash hit *Dilwale*.

O

n a blustery December afternoon in central London, the international press crowded into the plush Montclam Hotel. Situated just off the Christmastime bustle of Oxford Street, the press conference guest list featured the who's who of lifestyle media. From the BBC to CNN, the outlets present were a testament to the power of Shah Rukh Khan as an international superstar.

His fame transcends every language and culture. In fact, Hollywood heavyweight producer Harvey Weinstein once called him "the biggest star in the world". This is simply due to the scale of Bollywood. As an industry it put out 1,602 films in 2012 (versus the 475 Hollywood produced in the same period) and grossed \$1.6b.

The significance of Bollywood as a medium in the west lies in the effect it has in the Indian diaspora. For more than 20 million non-residential Indians (NRIs), Bollywood is an invaluable cultural bond, especially for those born abroad who may never visit India. Of the top 10 highest grossing Bollywood films outside of India, Shah Rukh Khan has starred in eight.

Shah Rukh Khan, also fondly known by the acronym SRK, was born in 1965 in New Delhi. His lineage is a patchwork of cultures and creeds from across central and south Asia; his paternal grandfather, Jan Muhammad, was an ethnic Pashtun from Afghanistan. His father, Meer Taj Mohammed Khan fought for India's independence from the British and was from Peshawar. Khan continues to be able to trace his paternal bloodline to that area of Pakistan. His father moved to India in 1948 following partition and married his mother, the daughter of a senior government engineer.

The Khans raised their family in Delhi's Rajendra Nagar neighbourhood where his father ran a restaurant among other middle class ventures. In school, a young Khan excelled at sports and drama. After pursuing a bachelor's degree in economics, Khan decided acting was his true calling and attended the National School of Drama in Delhi during his early career in Bollywood. His father suddenly passed away in 1981 from complications with cancer and his mother a decade later with diabetes. His elder sister Shahnaz suffers from depression and Khan has made it his duty to look after her to this day at his palatial home in the affluent neighbourhood of Bandra Bandstand in Mumbai.

Khan famously married Gauri Chibber in a traditional Hindu ceremony in 1991. The couple has three children together and raises them with both religions. About the importance of his children getting the best of both world, he told the BBC, "The children should know about the value of God."

Professionally, Khan is in a league of his own. With a fan base that exceeds one billion, the *L.A. Times* dubbed him "perhaps the world's biggest movie star, period". Often called "Brand SRK", he has also fronted countless endorsement deals from Pepsi to Nokia to Hyundai to even luxury brands like TAG Heuer. In 2010 the Discovery Channel created a ten-part reality documenting his life called *Living with a Superstar—Shah Rukh Khan*.

From *Kuch Kuch Hota Hai* (1998) to *Devdas* (2002) to *My Name is Khan* (2010), anyone who knows anything about Bollywood is familiar with Khan's range of work. In recent weeks theaters welcomed perhaps his biggest international blockbuster yet, *Dilwale* (2015). Smashing box office records, *Dilwale* racked

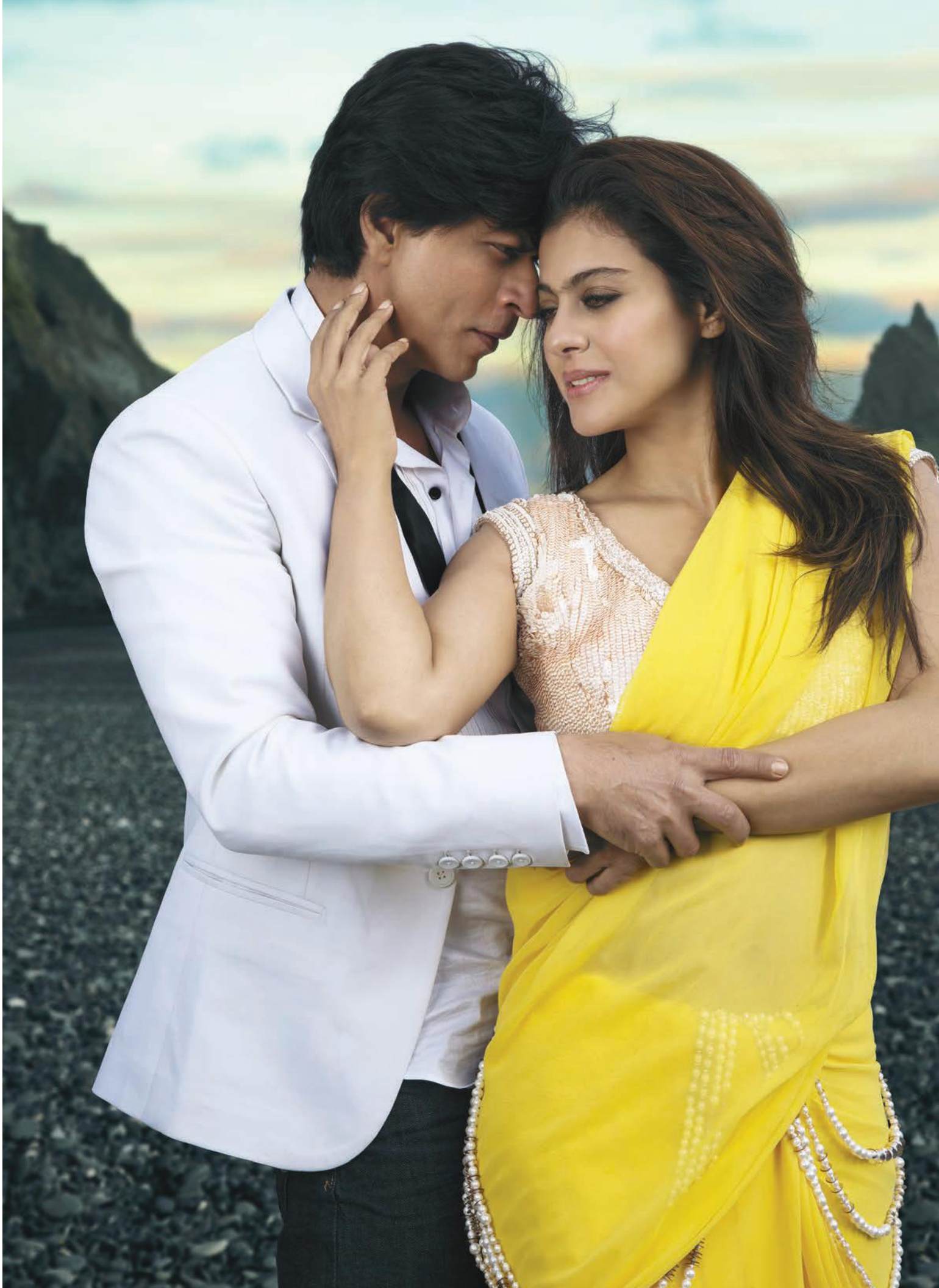
in \$3.4m in its first weekend internationally. Opening the same weekend as the latest *Star Wars* installment, it had some stiff competition across the world. Yet, it opened ahead of the Disney juggernaut in the UAE and opened second in the UK, a feat rarely achieved by a foreign film. It was extremely well received in North America as well, showing in many mainstream cinemas across the GTA including several popular Cineplex Odeon locations.

Dilwale is a romantic musical action comedy directed by Rohit Shetty. Producers include Khan's wife Gauri and the film was released under his own production house Red Chillies Entertainment. The plot involves the children of rival families who reunite after a 15-year separation. Khan plays Raj who falls for Meera (Kajol), a past love interest. They were once separated by their families' differences only to be reunited in the film. The Romeo and Juliet-esque story is an allegory for the notion that love always wins.

"*Dilwale* was a wonderful filmmaking experience and the results will show on screen," Khan mused at the intimate press gathering. "Never enjoyed myself more while shooting for a film, right from reuniting with Kajol after a long gap to shooting the heavy duty action sequences, it was all a delight."

He digs deeper: "The film has a mix of two very clear ideologies. One is the main one which is holiday time, family kind of a tune which will include songs and dances, and fights and action and a huge dose of comedy... You also have another type of love story. It's a very intense love story."

Khan also poignantly touched on the meaning of love. He reflects, "I think the definition of



love changes with age and space and time and your partners, and you can't have one definition of love. For this film, the definition of love is to be able to forgive each other when you love each other." He continues: "I think the whole idea of love is being able to have the space, being able to have the freedom, being able to be yourself with your partner, whoever he or she may be."

Speaking of love, Khan is reunited with fan favourite on-screen paramour, Kajol. The couple has been paired in Bollywood for the past two decades, most recently in *My Name is Khan* (2010). The longevity of their continued fictional romance is a testament to the chemistry between the Bollywood stars. Of Kajol, Khan says: "We've known each other personally. We have kids between us. We've been producing other things

besides movies, but it's always fun, just to have a real person on set who's worked for 22 years...just enjoying the process. It's actually infectious. He closes with a line that could have been pulled from a movie script: "And she looks as beautiful as she [always] did."

Back to *Dilwale*, Khan closes the conference with what his legion of fans can expect of the film: "This one will make you feel a lot of love for family and the kind of fun and real and honest relations. It will make you feel good about love and the stressful situations about love. That is one promise...there is nothing more that we want for you [than] to smile for a couple seconds throughout the film."

Dilwale is currently playing in theaters across the GTA and other major metropolises across North America.





PFW 8 LONDON

HOT PICKS OFF THE RUNWAY

PHOTOGRAPHY: SHAHID MAJID

*flattering six yards
elegance*



WRAPPED UP
GLAMOUR

SONYA BATTLA

Simply Pastel

Ruffles n more



BLACK N WHITE

MOAZZAM ABBASI

Festive patches



SHEER FEMINITY

RANA NOMAN

GOLD RULES



Perfect
silhouette

04-50-LOVE

LOVE THE EMERALD
NECKLACE ON THIS
STUNNING GOLD
SARI

SLEEVES
DO THE
TALKING

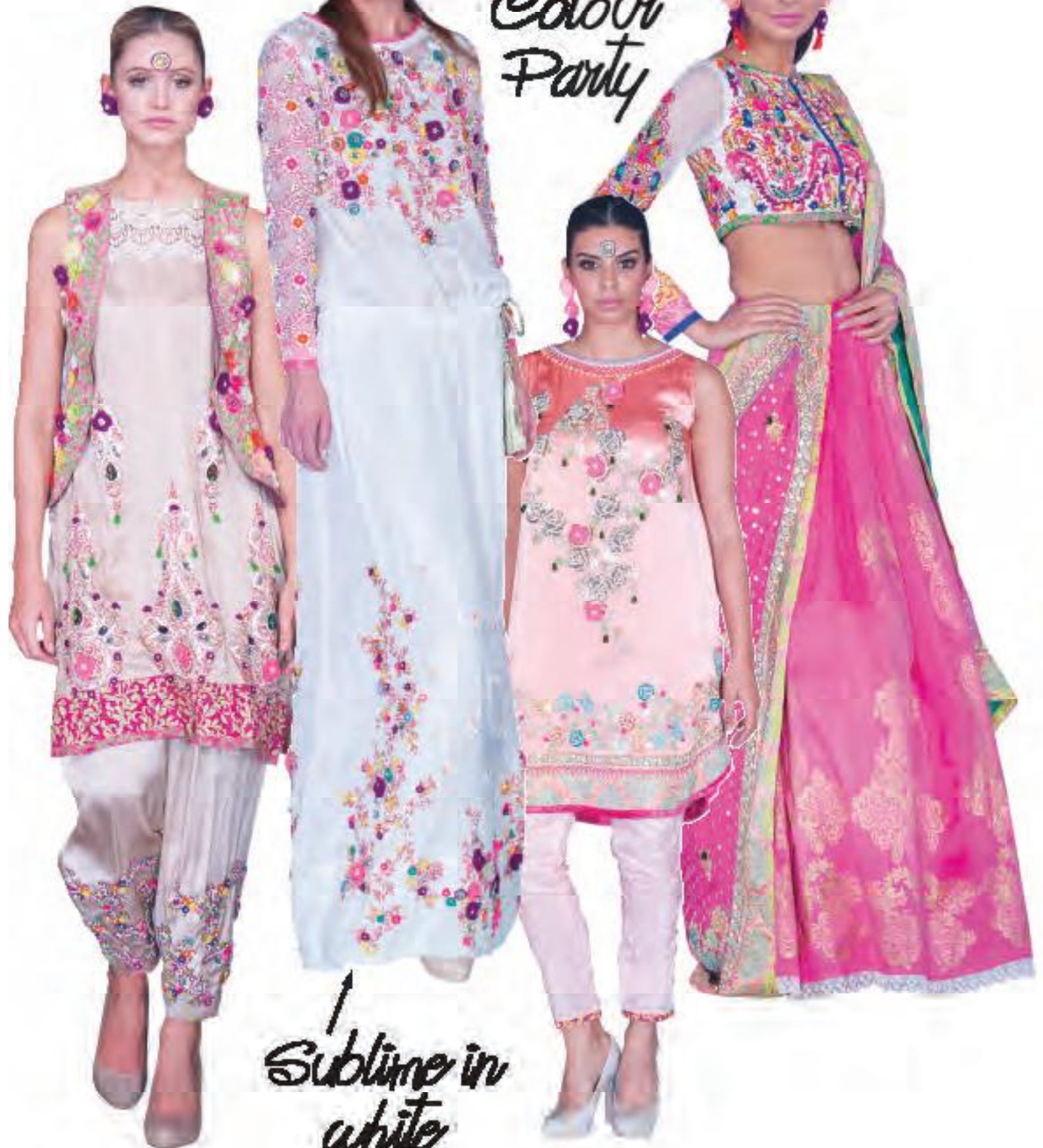
SHAWL ACCENTS TO ENVY

RANA
NOMAN



SOMAL HALIPOTA

*Colour
Party*



*Sublime in
white*

UMSHA BY UZMA BABAR



*blushing
pinks*



UNUSUAL
LONG
SHADES.
WE LOVE!



RANI EMAAN

*love this
turquoise
shade of blue*

INDIGO MAGIC



SAIRA SHAKIRA

floral dreams



LUST LIST
THIS IVORY GHARARA
WITH PINK ACCENTS
IS TO DIE FOR


Only Candy hues

ERUM KHAN

Traditional craft



Dee Thomson

 @linerglttrgloss  @linerglttrgloss

I'm a beauty blogger, freelance writer and PR girl in Toronto. I fell in love with beauty products when I was pretty young (though I do feel bad for family members I experimented on when I was a little girl). I started to get more involved in the industry about four years ago when I decided to make a change in my life – since then, it's been an amazing adventure.

It's great to work on both sides of the beauty industry. There's definitely never a boring day at work!



EL CATRIN

One of my favourite spots in the city is this Distillery District spot. Delicious Mexican food, amazing margaritas and a killer vibe make this one of my top date night locations.



H&M GOSSAMER LIP STAIN IN LEADING LADY

I've always been a big fan of lip stains thanks to their lasting colour. This stain is a gorgeous and appropriate bitten red.

RUNWAY LUXE BRALETTES

These lacy bralettes have a sassy side to them. They're perfect for spicing up a sheer top or one that shows a little skin.



MAD BATTER BAKERY

I'm a sucker for a sweet treat, especially around Valentine's Day, and the delicious sugar cookies at Mad Batter are perfect for this! Not only are the cookies delicious, they've also always got the cutest seasonal designs.



Mashal Sarfaraz



@theladymash



@theladymash

When I am not busy burying my head in engineering work, I am focused on my new business venture, a label of scarves that I launched in partnership with Cansa Commercial. Apart from that, I love walking, yoga and writing for my blog. I absolutely love trying out new places to eat and can gladly say I know almost all good places to eat and have coffee in, in Mississauga. I also get to travel internationally a lot, for a home grown business and also do recreational flying. I'm a machine and want to do everything and anything I am interested in in life. I realized that there are many fashion and beauty opportunities for engineers such as during fashion weeks, shoe designing, film industry and much more! That's one of the best parts of engineering because it allowed me to bring my vision to life of "bridging fashion and technology."



CAFFÉ DEMETRE

Every once in a while I indulge in my guilty cravings at Caffé Demetre. You know, those 'cheat days'.



HOME

I've spent 12 years with this classic dirt bike and still ride it. It's the best accessory in my room along with copies of Vogue!



RIVERWOOD CONSERVANCY

Where I do my regular walks and bicycle workouts all year round. The trail directly alongside the Credit River is my favorite!



SHOPPING

I picked up these granny boots at Hudson's Bay, my go-to place for footwear and outerwear all year round.

Natalie Ast



@natalieast



@natalieast

I'm a second year law student at the University of Ottawa. I moved here from Toronto, where I used to work as a freelance writer and videographer. I started blogging when I was studying journalism at Ryerson University, and wanted a space to share my style and thoughts on fashion and beauty. I always thought I was going to be a fashion designer growing up, but I can't sew, so writing about fashion and playing dress up on my blog filled that fantasy.

Studying law has expanded my mind and the way I approach problems in my daily life. It's also made me more conscious of social justice issues, and I'm trying to translate this shift in thinking to the brands I align myself with, and guide my habits. Law school is more than a full time job, and my blog has been a great outlet to express my creativity and fulfill my desires to write about fashion in my spare time. It's also changed my style a bit... while I used to dream about Oscar de la Renta gowns, I now dream about barrister gowns!



EL CAMINO

This Mexican restaurant often has hour-long lineups, but the tacos and cocktails are so worth it! My favourite item on their menu is the ox tongue taco. I usually go right when it opens on a weekday to get in and avoid the queue.



GATINEAU PARK

A short twenty minute drive away from Ottawa is a winter wonderland. In the fall, you can enjoy the beautiful colours and hike to Pink Lake, which is a stunning shade of turquoise blue. During the winter, the large park has many ski hills if you're adventurous, or you can pamper yourself with a couples' massage and relaxing day at a thermal spa.



BYWARD MARKET

A visit to Ottawa wouldn't be complete without a trip here. I love visiting in the fall during harvest season to pick up local fresh veggies for a dinner date in. With tons of cute boutiques, bars and bakeries, there is something year round. Nordstroms is also nearby which makes for a great afternoon of shopping!



LIBRARY OF PARLIAMENT

You can only visit this library on a Parliament tour or if you're lucky enough to be a parliamentarian, but it is stunning and a must-see if you come to Ottawa. The gothic revival library survived a major fire, and is decked out in beautiful woodcarvings.

Thomas Sabo Love Bridge engraved bracelets

From \$134 thomassabo.com

Spell out your true feelings in word and gift it to the love of your life. What we love about the Love Bridge bracelets is not only the delicate craftsmanship of the bracelets, but the many options you can choose from and have a personal engraving etched on it *gratis*.



HOT *stuff*



Ella Underwired Bra and Brief set

\$90 and 42 anita.com

Why wait for someone to gift you a special something, why not get this set for yourself? Luxurious and comfortable at the same time, this lingerie set is definitely a 'hot' buy.

Bohemian Bliss Floral Umbrella

\$16.99 shopbentley.com

With this romantic umbrella propped atop our person, we will never complain about March showers again. In fact, we might even wait for the rain to come a-pouring because we want to put the umbrella to use. As practical a style statement as it can get.



Fiorelli March Vintage Over the shoulder bag

\$45.99 shopbentley.com

Florals and spring go hand in hand and this fresh take on a cross-body has us waiting for the season. The soft hues of this bag will make for a nice transition from the dark neutrals of winter, and ease us into the fruity explosion of colours in summer just fine.

Boots Rescue Wipes

\$6.99 bootrescue.ca

Are you ready to put away your boots yet? For those of us who are still grappling with how to keep our footwear in the same pristine condition as they were before the messy, slushy season sets in, these wipes are a treat to use.





Frown Lines

Relax lines caused by frowning

Glabellar Lines

Smooth vertical lines

Crows Feet

Reduce lines from the outer corner of the eye

Eyebrow Lift

Relax the muscles that pull the brow line down

Bunny Lines

Smooth horizontal lines on the nose

Top Lip Lines

Smooth lines on the upper lip

Dumpling/Apple Chin

Reduce the appearance of an apple chin

Marionette Lines

Achieve a smoother smile by reducing vertical lines

Neck Lines

Remove banding in the neck

Hyperhidrosis

Dramatically reduce sweating in the armpit

HEPRENEUR

Uses of Botulinum toxin, Dermal Fillers in Facial Aesthetics With Dr. Gharat

Dr. Pretam Gharat, B.D.S. M.Sc. D.P.H.(Lon.), D.D.P.H. (R.C.S., Eng.), M.J.D.F. (R.C.S., Eng.), F.R.S.P.H.

Certified Dental Implants, Conscious Sedation, Advanced Fast Braces®, Cfast, Inman Aligners, Clear Aligners and Cerinate Lumineers®.

Advanced certification Dermal Fillers and Botulinum toxin in facial aesthetics.

“Every day is an opportunity to be creative – the canvas is your mind, the brushes and colours are your thoughts and feelings, the panorama is your story, the complete picture is a work of art called, ‘my life’. Be careful what you put on the canvas of your mind today – it matters,” says Dr. Pretam Gharat.

He is a Dentist by profession and an entrepreneur by passion and a techie by birth. He completed his Bachelors in Dental Surgery in Mumbai and started his own Dental Surgery at 23, and from then on there's been no looking back. In 2008, he moved to England with an aim of completing his M.Sc. from the University of London. His masters his research dissertation topic was to look at the effect of Social Support and Social Networks on oral health.

He has recently undergone advanced training in the use of Dermal Fillers and toxin for facial aesthetics using the Juvaderm range of fillers (Voluma, Volift and Volbella). On top of his plethora of qualifications Dr. Gharat has also been seen on TV as a brand ambassador for Sensodyne in India. We had the opportunity to sit down with the enterprising doctor to talk about a treatment that generated much interest in recent years: Botox.

What is Botulinum toxin?

Botulinum toxin, one of the most poisonous biological substances known, is a neurotoxin produced by the bacterium *Clostridium botulinum*. There are various types, but only the type A is used in facial aesthetics.

Dr. Alan Scott first demonstrated the effectiveness of botulinum toxin type A for the management of strabismus in humans. Subsequently, botulinum toxin was approved for the treatment of numerous disorders of spasticity and a host of other conditions. Currently it is used in almost every sub-specialty of medicine. In 2002, the FDA approved the use of Botox® (Botulinum toxin-A) for the cosmetic purpose of temporarily reducing glabellar forehead frown lines.

Is it dangerous? It is a toxin.

A precise knowledge and understanding of the functional anatomy of the mimetic muscles is absolutely necessary to correctly use botulinum toxins in clinical practice. Adverse effects are usually mild and transient. The most common substantive complication is excessive or unwanted weakness, and this resolves as the action of the toxin is lost. Brow ptosis, eyelid ptosis, neck weakness, dysphagia, and diplopia may occur. Knowledge of the functional anatomy and experience with the procedure help injectors avoid complications.

How does it work in reducing wrinkles?

Botulinum toxin is a prescription medicine that is injected into muscles and works by causing a temporary paralysis to muscles that create wrinkles when they pull. This allows the skin in these affected areas to essentially relax, creating the appearance of fewer lines and wrinkles. For deeply formed wrinkles, our office also recommends working on the skin's surface and collagen/elastin with laser and/or other treatments.

Which areas can it be used in?

It is most commonly used in areas around lower central forehead (Glabellar lines), the upper forehead (Frown lines), and around the eyes (Crow's feet).

We can also use it to reduce wrinkles caused by smoking. Correction of some jaw problems caused by muscle hyperactivity, gummy smiles, smoothen neck bands and bunny scrunch on the nose.

Although the actual mechanism is less understood, toxin has also been successfully used in treatment of chronic migraines.

Another benefit is the reduction of excessive sweating by injecting it in those regions of the body.

What to expect at your appointment?

Your provider will discuss your treatment goals and perform a facial analysis to determine the appropriate treatment areas for you. The actual injection process takes about 10 minutes.

Side effects associated with the injection include localized pain, infection, inflammation, tenderness, swelling, redness, and/or bleeding/bruising.

In two clinical studies for moderate to severe crow's feet, 26.1% and 20.3% of people had ≥ 2 -grade improvement at day 30. In one of these studies, 67.9% of people had mild or no crow's feet at day 30 after treatment. In clinical studies for moderate to severe frown lines, physicians assessed 80% of people had significant improvement at day 30.

The effect will start reducing after 30 to 45 days.

Do you need rest after the procedure?

Treatment requires minimal downtime or recovery; it's often called a lunchtime procedure. You'll be able to go about your normal routine immediately after you leave your provider's office.



MIEN'S Valentine





Love is in the air, and you want to capture the mood, stretch it out for eternity. Spoil the love of your life with things he can use, and think of you every time he reaches out for them. Give him the gifts of time, fitness, and some tech, but don't complain if he loves these things more than spending time with you.

gift guide

- 1 **ORAL-B** Black 7000 Electric Toothbrush \$209.99
- 2 **APPLE TV** 32 GB \$199
- 3 **PLAYSTATION 4** 500GB Uncharted \$429.99
- 4 **FOSSIL** Stainless Steel Watch \$185
- 5 **KINDLE** 6" Glare-Free Touchscreen Display, Wi-Fi \$64.99
- 6 **DIESEL** Chorus Leather Messenger Bag \$325
- 7 **CANADA GOOSE** Hybrid Lite Jacket \$525
- 8 **FITBIT** Surge Activity Tracker \$299
- 9 **OAKLEY** Triggerrman™ Polarized \$255
- 10 **THOMAS SABO** Rebel at Heart Leather Bracelet \$264





Joao Paulo Guedes, from a small Brazilian city to showing at TOM and receiving the EMDA award, talks to SHE about how he realized his dreams.

BY JUNIA GONCALVES

FROM BRAZIL TO THE WORLD

Joao Paulo Guedes arrived in Canada in 2008, with just a suitcase and a dream of making it big in the country. Like most new immigrants, he was not fluent in English and took up survivor jobs in the country to pay the bills. In a few years he was able to chart out a better plan of action to make his dreams a reality, enrolling at the Fashion design program at George Brown College in 2011. Going back to school not only brought him closer to his dream of becoming a designer, he also got global exposure when he had the opportunity to travel to India as part of the Ontario Global Edge Program (OGEP). In India he interned with some of the biggest names in the country's fashion industry, gaining an insight into the business of fashion and inspiring his works when he returned to Canada.

His big break came when he showed at Toronto Men's Fashion Week. His first collection came right after he finished school, followed by the first TOM's emerging menswear designer awards (EMDA) where he won with his collection inspired by his Indian experience.

Tell us about your Indian experience.

I went to India for months through the OGEP at George Brown, to learn different techniques and bring them with me to Canada. I worked with contemporary fashion designers Shantanu & Nikhil, it was one of the best experiences of my life. I worked at the bridal fashion week which is huge there, photo-shoots and created my own prints and textiles. Back in Canada, I got the right opportunity to create the collection totally inspired in my experience there, that's how I won the EMDA.

You come from a marketing and advertising background to Fashion, how was this transition?

I always loved fashion and with my advertising company I did some events in the industry, but my first 'fashion' experience began in 2011 when I started college. It wasn't actually a transition, I gave up everything that I had back home to follow my dreams here.

When did your passion for fashion start?

When I started school I realized that fashion was what I wanted to do all along and my background in Advertising and Marketing has helped me immensely from the business and marketing perspective.

Who is your ideal customer? And how do you design your pieces with their needs in mind?

My man is contemporary, suave, who wants to be well dressed, confident and original, my product is targeted at men in their 30s. He knows what he wants, is settled in his job and loves to live the moment.

Your focus is men's wear but we notice that some of your pieces are very unisex, like the print t-shirt, did you have any plans to designer woman's wear?

I do want to do a womenswear soon, especially because everything that I learned in college was based around fashion for

women. I taught myself about menswear after college, reading books on the topic. Designing a line for women will take me back to my academic roots and is definitely on the cards.

Where do you see yourself professionally in the next five years?

I see myself based in Toronto but exporting my brand to USA and Brazil. I don't intend to return to Brazil because it took me a long time to establish myself here. I am not ready to give up on that yet. That said, Brazil is a lucrative market and is going to be my target clientele in the near future.

Is there any celebrity that you want to work with?

I identify myself with rock stars, because of the style of my brand. I'd love to dress rock stars and also I really like Calvin Harris the DJ, I think he is the perfect fit for my clothes.



You have already shown your collection at Dragon Fashion Week and TOM Fashion Week, for you what's the biggest difference that you notice between Brazilian and Canadian fashion?

Main difference for sure is the weather, specially in Ceara where I show my collection, so bringing a collection from Canada to Brazil is really different, also TOM Fashion week is pretty new compare to Dragon. There the public is really big, I had 1100 people attend my show and also the media coverage is really big. Canadian Fashion is new if you compare but is growing fast, Brazil doesn't have a fashion week dedicated to Men's like Canada. Lastly the type of collection and textile; because the two countries are so different I have to adapt my Canadian collection to show in Brazil. But I love to show in both.

Which is your dream city to show your collection and why?

My dream city to participate in a fashion week is London especially with the men's wear. It is the main city for male designs.

What's the best PR advice you've ever received?

Everybody wants to give feedbacks in someone's creations specially the first ones and you can't please everybody, someone once told me "keep following your instincts and be original because your collection is very mature for the time that you're working in the industry". That was a great compliment/ advice that I received.

What's your best tip for how to get what you want at work?



Meet the right people, work hard, never give up your dreams, you can get what you want and also keep put your name out there. Who or what is your main inspiration? I have to say Alexander McQueen, Givenchy as designers and I do love architecture and contemporary art so I love travel to different cities in the world and visit the cultural places, is where I get most of my inspirations.



BRITISH FASHION



The British Fashion Awards ceremony has become a part of the fabric of the London fashion industry. Thrown by the British Fashion Council on November 23rd at the London Coliseum, the event hosted 2,000 members of the global fashion industry, luminaries and a few lucky members of the general public who managed to snag one of the available tickets to this coveted event. Notable attendees included David and Victoria Beckham, Georgia May Jagger, Karlie Kloss, Kate Bosworth, Lady Gaga, Live Tyler, Nadja Swarovski, Poppy Delevingne, Selma Hayak Pinault, Samantha Cameron, Sir Philip Green (Chairman of Topshop), Stella Tennant and Tinie Tempah.

Through a unique fashion “showcase”, the outstanding talents of the British fashion industry were paid homage. Supermodels took to the stage dressed by a British designer to a soundtrack of British synth pop legend Alison Moyet. Burberry, Christopher Kane, Canadian designer Erdem, Topshop Unique and Victoria Beckham were all participants in the show.

Principle Partner Swarovski crafted the awards, while title sponsors MAC and Toni&Guy handed out goodies to the guests. Ciroc, Marks & Spencer, Mercedes-Benz and St Martins Lane rounded out the event’s impressive gaggle of sponsors. Attendee Alva Gardner says: “You could really feel the essence of the British fashion scene, more so than Fashion Week. The spirit of the industry was palpable. It was the perfect juxtaposition of street style and elegance.”



AWARDS 2015

By the Numbers

45 nominees and **16** winners

Over **800** industry figureheads from around the world were asked to cast their vote

Over **6,000** members of the general public voted for the **BRITISH STYLE AWARD**

2,130 people were in the audience at the London Coliseum
The **total weight** of the British Fashion Award Crystal Trophies

by Swarovski was over **15KG**

450 industry figureheads and VIPs were seated for dinner and gifted **Swarovski gold stars**

12KG of loose **SWAROVSKI CRYSTALS** make up The British Fashion Award logo on the red carpet

42 butlers worked the event

44 chefs cooked **13** dishes

4 teams of MAC artists did the make-up of over 100 staff, guests and VIPs on the night

5,000 Asia de Cuba canapés were served at the official BFA After Party at St Martins Lane, including **800 signature Mexican doughnuts**

3,600 bottles of **FIJI WATER** were served

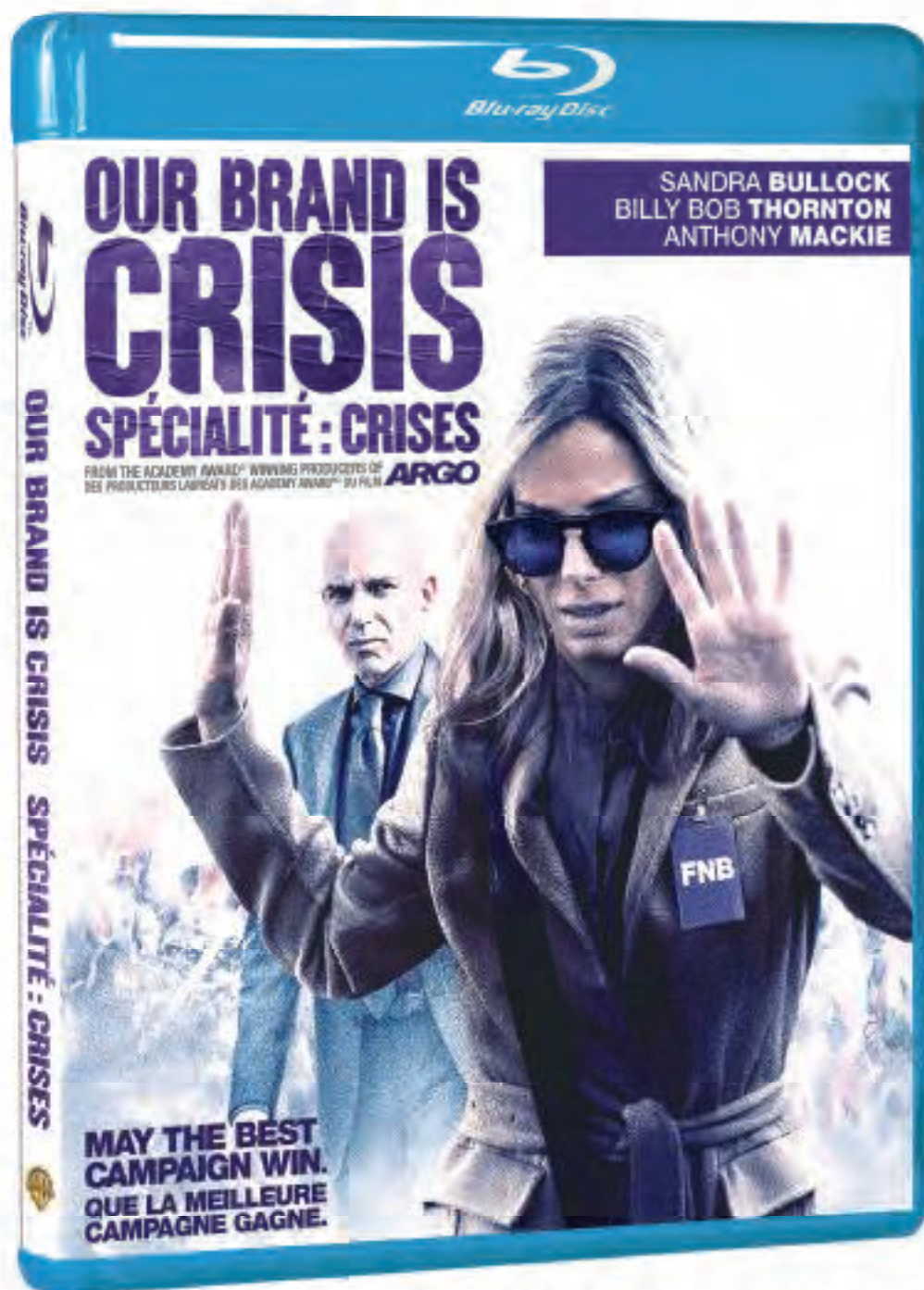
Over **1,750** bags of Propercorn were eaten during the ceremony

1,800 goody bags were distributed on the night which included over 300 liters of label.m products and 4,300 MAC items

10,000 images were added to **INSTAGRAM** at the 2014 British Fashion Awards with the hashtag #BFA and **240,000** uses of #BFA on Twitter



OWN IT NOW ON DVD & BLU-RAY™



**THE FIRST TWENTY PEOPLE TO SUBSCRIBE
WIN A COPY OF *OUR BRAND IS CRISIS*!**

Send your name, address, and phone number to subscription@shemagazine.ca

Retelling RAPE *and* ABDUCTION Through Theatre

Theatre is not a mass medium per se, but it is a very effective means of communicating an idea to a group of people. Seeing a group of people perform on stage strikes us more as social beings than watching any documentary.

By Aaisha Zafar Islam



SHE talked to two playwrights who wrote on different topics. At first glance, Nirbhaya, the girl who was brutally gang-raped in a bus in Delhi, India and the Chibok Girls who were abducted by Boko Haram in Nigeria have little in common. Their essence however is the same, a tale of women at their most vulnerable, at the mercy of a group of power-hungry men who see women not as fellow beings, but as a means to exert and demonstrate their power.



ALL OUR YESTERDAYS

*In conversation with Chloé Hung,
Writer and Director*

just a few weeks back.

For this play, Hung did her own research, studying the dynamics of life in Nigeria, speaking with Pablo Idahosa at York University, Wumi Asubiario-Dada from Voices 4 Change

Nigeria, Hadiza Aminu Dorayi of #BringBackOurGirls Campaign, as well as reading through reports for services available in the country for people with Autism. As a playwright, actor and director, Hung is able to translate the nuances of her script into a spellbinding performance from her actors, Chiamaka Umeh and Amanda Weise.

It is a memory play that takes us back and

forth in time, tracing the lives of two sisters, leading up to the kidnappings and how they survive. Educating a girl is not top priority for most families and when the time came to choose, Ladi was the lucky one to be sent to school, explains Hung. Hasana, with Asperger's is seen as a special child, but she is smart in her own way and wants to go to school, seeing her elder sibling. Ultimately she gets her way and does manage to get enrolled with her sister. Soon enough the school will be raided by Boko Haram and the girls will be taken away.


What is interesting in this whole ordeal is the value placed on girls. While educating them isn't top priority, and a subject Boko Haram had an issue with, they are not killed off like the boys at another school raided by Boko Haram before they attacked the Government Secondary School in Chibok.

All Our Yesterdays started out as a five minutes play for an assignment at New York University's Tisch School of the Arts and the response to this was so overwhelmingly supportive that Chloé Hung, expanded it into a full length play under the supervision of Gary Garrison and Peter Parnell. In the two runs *All Our Yesterdays* has seen at the Toronto Fringe Festival in July last year and at the Next Stage Festival early this January, the play has managed to bring the issue back into public consciousness and highlight how women and girls are left vulnerable wherever there is strife.

All Our Yesterdays, is the story of two Chibok girls, 18 year old Ladi and Hasana, her younger sister with Asperger's, who have been kidnapped along with their schoolmates by the Boko Haram.

Hung skillfully wove a narrative that brought relevant issues to the limelight. It highlights how children with special needs like Hasana on the Autism Spectrum are treated in impoverished places, the value placed on girls, and how easy it is for us to forget an event that was making headlines



A portrait of Chloé Hung, a young woman with long dark hair, wearing a red sleeveless top, looking directly at the camera against a light grey background.

Chloé Hung

It is this “sickly fascinating idea that girls have value only to further human race,” that Hung wanted to write about.

All Our Yesterdays also touches upon the dreams and aspirations of ambitious girls. Ladi is a final year high school student who dreams of leaving her small town and going aboard to study on a scholarship. As a student herself, Hung felt compelled to write about it.

Soon after news of the kidnappings broke, #BringBackOurGirls went viral, as dignitaries posted pictures of themselves on social media, protests and vigils were held in many cities globally. Not much came of international efforts to broker a deal with the group and secure a release of the girls,

and nearly two years after the kidnappings, more than two hundred families are still waiting to reunite with their daughters.

What Hung found disturbing was how easily it has become for us to forget an issue, even as grave as this one, as soon as it is off the news. The Chibok girls are still missing, however the topic is no longer relevant. The play was an effort to bring the kidnapping back into conversations, jog people’s memories that there is still a wrong waiting to be righted.

The response to the play has been wonderfully supportive; reviewers have heaped praises on not just the play and acting, but also its authenticity and the importance of the issue itself. ‘Strangers

have come up to me and told me how moved they were after watching the play,’ Hung shares.

That is the power of theatre, the immediacy of performance and seeing an enactment right before our eyes resonates with us more than reading about it or watching it in the news. With this play, Hung has given names and faces to the Chibok girls, made them more relatable and made a call to push for a peaceful end to the issue even more urgent.

All Our Yesterdays ran at the Next Stage Festival in Toronto in January 2016.

Yael Faber on Nirbhaya

Nirbhaya is a theatre production directed and written by Yael Farber, based on the true incident of a gang rape in Delhi and how the death of this young woman affected the lives of countless individuals - including five women in the cast of this show, all survivors of sexual violence, who tell their own stories as a way of breaking their silence.

Nirbhaya can broadly be described as a testimonial piece of theatre. With the rape and death of Nirbhaya as the central “inciting incident,” this is a voyage into the realm of personal testimonies culled from the performers. In the wake of Nirbhaya’s death, the streets of India rose in waves of protest.

Nirbhaya weaves the true narratives of its performers around that terrible night, as a way to continue the courage people found in those days after her death to shatter the shame based code of silence that has for so long prevented sexual violence — despite staggering statistics — from entering the public discourse.

This production is a way of pushing forward with the sense of empowerment women and men found to push against the silence so long enforced on survivors of sexual and gender based violence. By offering their personal testimonies, we come to understand how the unspeakable suffering of that young woman was a night made possible by an entire system that enables perpetrators and protects them from any real accountability. The events around December 16, 2012 are woven together in this show, to allow us a way to grapple with the staggering cruelty and frequency of such violence - not only in India but around the world. This production is an unflinching gaze at how we have all allowed sexual violence to continue unabated is our different cultures due to implicit paradigms. Beyond the darkness, however - Nirbhaya

bears powerful witness to the human spirit’s extraordinary capacity for survival and redemption and the incredible and enduring power of women (and men) who survive, who rise beyond such violence and violations. Nirbhaya moves, inspires and speaks for enduring change. It is a call to arms. It is an invitation to witness these performers tell Nirbhaya’s story and honour her by breaking their silence — thereby inspiring you to break yours.

How was the project started?

Poorna Jagannathan (a Mumbai based actress) reached out to Yael Farber, an internationally renowned director and playwright, in the wake of Nirbhaya’s death. Profoundly affected by Nirbhaya’s death, Poorna Jagannathan expressed to Yael Farber, that her own silence about sexual violence has been part of a larger fabric of culturally engendered behaviour - which Jagannathan felt had implicitly contributed in its own way to what had transpired on that bus. The collectivist nature of such silence is a kind of collusion. Jagannathan had seen *Amajuba* - a production about Apartheid, South Africa - one of several testimonial works of Yael Farber’s, in New York City several years prior. When she saw (via Facebook) how affected Farber was by Nirbhaya’s death - she reached out. She told Farber: “Women are ready to speak here in India in the wake of this rape and death.” said Jagannathan. It had broken the banks of what was tolerable. The silence was coming apart and there was an urgency to speak up. “Come here and create work that enables us break the silence.” Farber



Image: Toral Shah

agreed to come to Mumbai for a month to workshop and research this piece. Jagannathan paid for Farber and her child to fly to India and live with Jagannathan while researching and developing Nirbhaya. Via social media, Farber and Jagannathan put out a call for actors who had survived sexual violence. With Farber back in Montreal, Nirbhaya was cast mostly via Skype interviews with those who responded.

What has happened with it so far?

After a six week creation and rehearsal period in Delhi, the show had a soft opening in London for five previews before flying to the Edinburgh Festival to premier the work



there. The production received rave reviews and three prestigious awards: A Fringe First; The Angel Herald Award; and The Amnesty Freedom of Expression Award. But it was the audience response that was the most stunning to the company. The production was received with explosive emotion by Festival audiences each day, who openly wept and sought the performers after each show to share their own stories, commune or simply thank the cast for their courage in leading the way towards breaking the silence. Invitations for international touring have followed. Most significant to the cast is the upcoming intention to tour this show in India and the countries where it is most needed and where the resources may be

lacking in order to bring this piece to some of the people who need it most.

The approach to the play is very interesting. Rape is not the only issue raised; rather violence against women is brought to light. Can you tell us the process of incorporating the real-life stories of women like Sneha Jawale to the play?

This is a genre I am familiar with and have worked in before in my years as a director - telling South African stories (the country where I was born and raised). It is a highly complex genre but the crucial element is that the survivor themselves

speaks their story on stage for others to witness. Testimonial theatre is different to verbatim theatre - in which the text is as the survivor spoke it and is their words. Gathering the material from the individuals, I have written narratives of each person's experience and woven them into the narrative centre of the attack and death of Nirbhaya.

In an interview you (Poorna Jagannathan) once said the idea is to get the play to India, and keep the protest and movement going. Have you seen the movement grow because of your play? In terms of the audience reaction, what has been the most encouraging review/feedback?



Women and men are breaking their silence after every performance to cast members or in post show conversations.

India's outrage is apparent. How was the play received internationally?

So far the response has been an outpouring of emotions. Misogyny and sexual violence is a global epidemic not an Indian one. This is evident in men and women from all cultures having an explosively emotional response to the work.

How was it directing women who had never acted before? What impact did the experience have on them?

There were two cast members who had never performed before. They were truly incredible in their courage and tenacity. I had a wonderful assistant director who dedicated hours to providing some of the basics one needs as a performer. We all loved together for a month and a half in Delhi on a beautiful retreat. The early morning and late night hours were used for

acquiring these additional skills - whilst we worked all day to rehearse and explore and stage the work. I wrote the text through the nights. The lack of stage experience in some members of the company was embraced by everyone as part of the stripped down truth of what we were bringing to light. It was one of the most challenging creative processes of my career — and one of the most inspiring.

Some critics wondered if you should have portrayed the rape. Was it important for you to do so?

In actuality, we did not. We showed the prior moments of the attack. But we staged the actual physical assault in a way that symbolized what occurred rather than literally depicting it. I feel it is a great affirmation of the work that some recall the staging as having actually witnessed a re-enactment of the actual rape. When reality is as horrific as the attack on this young woman was - it is a perilous illusion to attempt to match this horror literally. I did not want to be graphic to the point of

invading the victim's ordeal any more than it has been by a voyeurism. At the same time i felt it very important not to let audiences off the hook by protecting our illusions that rape is in any way erotic or about sex. It is violence. Pure violence and an abuse of power acted out in the realm of a forced sexual act. But advertising, porn and media have created a great deal of toxic confusion around this fact. We felt it vital to show the horrifying nature of rape — but with enough distance afforded by the symbolism that theatre allows.

Do you not think that a feature film would have worked better, as India has more film-viewing audience compared to those who watch plays, including the lower strata of society, who are the ones generally involved in crimes such as rape?

Rapists come from all parts of society. Access to wealth and resources enable such crimes to go undetected. We, however, have not made this piece of theatre in order to reach out to rapists — but rather to survivors of sexual violence — that



they will speak out... To break the code of silence that surrounds sexual violence. This silence comes from a patriarchal system that has managed to locate loss of honour and accusations of shame with the survivor rather than the perpetrator. By breaking silence — one begins to reconstitute ownership over one's own life, and disowns the shame that they may have been taught or told is theirs to carry.

In addition - it is beholden to societies all over the world to understand that this is a systemic change. From how we raise our sons and daughters, to what we expect of daughter-in-laws, to what we teach our children... The change is only possible if we are all in deep reflection with how we each in some way contribute to the idea that a woman's body and decisions are hers alone. No society is excused from these questions.

At a point one felt that the time for change had come. But the uprising that one saw, seems to have died down. So what now?

This is the reason we have created this work. We all feel very strongly that what we saw rise on the streets of India needs to be taken forward. The righteous rage that manifested for that brief period - is a beautiful fire that needs to keep its flame alive. These flames are not destructive but demand accountability from the wider frame of societies that create a climate of zero

consequence for the perpetrators of sexual violence. By performing this piece - we have already seen the extraordinary power of audience members get to their feet each day with a changed perspective. Almost every performance so far - audience members reach out to the cast and break their own silence of sexual violence that they have never spoken of. As long as this production can keep this idea moving forward... We feel we are doing our part in keeping the spirit of Nirbhaya alive.

Aside from India, where in particular you would like to see the play performed and why? Who has most to gain from seeing it?

I dream of this work showing in my native South Africa where sexual violence statistics are staggering. But I cannot think of a single country that does not have to - on some level — address sexual violence in their social fabric.

How has the response been to the fact that you are making this work in India? From the public, the theatre community, the media?

Unbelievably supportive. The press, the theatre community, the public knowledge

about this work developing has been nothing less than deeply motivating and inspiring. I am humbled by how we have been greeted thus far.

When dealing with such crucial issues in your work, does the critical response matter less, would you say?

I think critical response from certain quarters (and as artists we select whom we respect) is a great barometer on gauging if one is capturing the zeitgeist of the society the work is showing to. But certainly one develops a tough skin to such a public praising or shaming of your one's expressions. In the case where the subject matter is so urgent - I want the most for the art so that its potency enables the message to fly at full velocity and accuracy. And so in a way there is less focus on personal achievement and more on the effectiveness of the work.

Nirbhaya ran in Vancouver from November 3-14 and Toronto from November 18-29. It has previously shown in over 10 cities across the UK and India as well as New York City.

POND'S[®] gold radiance[™]

Recapture the radiant
glow of youthful skin



with
real gold
microparticles

FORMULATED BY POND'S INSTITUTE



SHE CARES

The Clothing Drive

By Aaisha Zafar Islam

Undoubtedly the most defining image of the year past was that of a toddler Aylan Al Kurd's dead body washed ashore the Turkish beach. The Syrian refugees crisis has escalated for some time now, however it took the death of a little boy to shake the world out of its slumber. What made the issue even more pertinent to us Canadians, and would go on to become one of the defining election issues, was that his family had been seeking asylum to Canada. The Liberals, under Justin Trudeau promised to bring in 25,000 refugees from the war-torn country and resettle them in Canada within a year. This was a issue that resonated with many Canadians as the 'red wave' ushered in a new era of sunny days and optimism in the country.

We learned of The Clothing Drive like most Torontonians, through Facebook. There have been many clothing drives organized in the past to help the Syrians, however this one was different. It started with a very basic Facebook page and soon rallied the entire GTA, collecting points were set up across neighbourhoods, volunteers heeded the call to come out and help sort and transport the 'donations' to the warehouse. It was a drive for the people, by the people, fuelled by good will and the generosity of the people of GTA. The drive has since found a proper space, and set up shop. It is now a place where our new Syrian neighbours can come in and 'shop' for free clothing necessities. Arabic translators volunteer to assist people in choosing clothes and shoes and every day is a testament to the power of 'helping hands' we have amongst us. The store has become the place to see lives being restarted, little dreams getting back on track and witnessing the true spirit of being a Canadian.



In late November, Laura-Jean Bernardson posted a Facebook request for clothing donations to assist with a family she was helping sponsor. She was soon joined by Julie Mahfouz, who would later also volunteer as the Program Director for the drive. That post was shared over 2000 times, generated hundreds of donations. Within three weeks, over 5,000 volunteers made it possible to offer a unique store-front "free shopping" experience, enabling families to shop for their own clothes, try on to ensure a good fit, and begin the integration process in our communities.

For Bernardson, an entrepreneur and CEO of Fresh Collective, a Toronto based retail fashion company with three boutiques, the drive was her way of giving back. She wanted to ease the transition of the Syrian refugees in Canada since her own family is safe and warm. Mahfouz, managing director of The Orion Group Inc., a boutique search firm with locations in Toronto and Richmond Hill, brought in more than fifteen years of leadership and team building

WIN ^{1 of 6} *romantic*
Canadian Magazines



ANYTHING CAN HAPPEN AT A MAGAZINE STAND

SHARE YOUR *love*
OF CANADIAN
MAGAZINES &
YOU COULD **WIN!**

TO ENTER VISIT
canadasmagazinestore.ca/contest

BUY A CANADIAN MAGAZINE &
DISCOVER *your* **NEW LOVE**

to get more info visit



See Complete Rules & Regulations at canadasmagazinestore.ca/rules



experience to the project, ensuring that The Clothing Drive was always on track. Her compassion and desire to assist Syrian newcomers extend from her own family to hundreds of others who have experienced the atrocities of war.

The Clothing Drive has since stopped accepting donations for apparel and footwear, the only things they focused on, and shifted their attention to making sure that the incoming Syrian families and their sponsors can be kitted out in the store, find the right connections in their new homes and settle in well.

On Facebook, the page has become the go-to place for anyone who wants to help these families, from other drives like preparing “back-to-school” bags for the children, to calls for space heaters and gently used furniture. Donors and sponsor families have found the perfect meeting place for all their needs.

Mahfouz, also started another initiative with two members of the drive, Ayesha Vahidy and Sheri Gammon Dewling. Called #LivesRewritten, this is the perfect segue to the drive as families who have arrived share their stories of the horrors they have witnessed on their journey to Canada, and their hopes and dreams of starting their new lives in the country. Whether it is finding the perfect fitting pair of cleats for a young soccer enthusiast or connecting families who became friends while waiting in a camp in Turkey for their acceptance to come in, reading the stories reaffirms our faith in the inherent goodness in us all, and in the great country we all call home.

The Free Store is located at : 1682 Victoria Park Ave., Toronto

Follow The Clothing Drive on Facebook: <https://www.facebook.com/groups/theclothingdrive/>



SHE CARES

The on-going conflict in Gaza has struck a chord here at SHE and in many hearts as the need for aid increases.

Islamic Relief Canada is at the forefront of organizations providing aid. The organization has been fundraising relief services for more than 25 years across 35 countries, and are currently putting their resources towards Palestinians. Over

2000 Palestinians have been killed by Israeli bombardments. Of that, 600 of the Palestinian victims killed are children. While vital medical and food supplies dwindle, Islamic Relief Canada is fundraising for medical aid, food aid and non-food items, as well as hygiene and sanitation kits for the Al-Shifa hospital and clinics. SHE cares and is emphasizing the need to take part. We are now accepting donations through **shecares@shemagazine.ca** where you will then receive a charity receipt on behalf of Islamic Relief Canada.

Donate today and enable us to send help, hope and compassion to those suffering at this time.



COLLECTING DONATIONS FOR OUR SISTERS

Canned foods, blankets, clothing, shoes are all accepted

SHE Cares is also collecting money donations to shecared@shemagazine.ca

For more information please call (416) 644-7788 or email us at shecared@shemagazine.ca



SHE CARES

&
SISTERS 'R' US

HELP OUR SISTERS
IN THIRD WORLD
COUNTRIES WHO
ARE SUFFERING
FROM LACK
OF FOOD AND
SHELTER

founded by FATIMA, AMNA & SHAKIRA ZAIDI



The Lady Fatemah Charitable Trust

The economic situation in the Palestinian West Bank is becoming desperate. Due to the political situation in the region, economic activities are at an all-time low and unemployment is on the rise. Even people who are employed suffer as their employers, notably the Palestinian National Authority, are unable to pay their salaries. It is estimated that presently 65 percent of the population in the West Bank lives in poverty. This means hidden starvation, especially for families who already were poor before the current economic recession and do not have reserves to fall back on. Families headed by a woman and without a male breadwinner, the sick and the elderly are hit hardest. Most Palestinian families are large. In some regions, the average family comprises no less than nine members, most of them children of school age, who all rely on a sole breadwinner.

Humanitarian Relief Society (HRS), a Palestinian humanitarian organization active in the West Bank, especially in Arroub refugee camp, therefore proposes to distribute a 20-kg sack of rice to 350 extremely poor families. Rice is the main staple of the Palestinian diet and is eaten for lunch and frequently dinner. Most families cannot afford to purchase a sack of rice and resort to buying small quantities on a daily basis. Little money remains to purchase other ingredients of a nutritious meal, for example vegetables, cooking oil and meat. Eating only or mainly carbohydrates leads to malnutrition in the long run,

especially among children, who need all kinds of nutrients to grow and develop healthily. A family who has a sack of rice will be able to spend its daily cash supply on other food items and will thus eat sufficiently and have a more balanced diet.

A sack of rice will enable family providers to adequately feed their families for a month or more. Assuming an average family size of seven, which is a conservative estimate in Palestine, 2,450 people will benefit from this project, at least two thirds of them children. A mere four Euro are sufficient to improve a person's nutrition for a whole month.

Dear LFT donors: When you sit down for your daily meals, think of those who look at an empty table and have to go to bed hungry. By giving a small part of what you spend on food every month, you can significantly improve their lives.

TO DONATE OR GET INVOLVED CONTACT:

**September Lodge, Village Way,
Little Chalfont
Buckinghamshire
HP7 9PU**

info@ladyfatemahtrust.org

Tel: +44 (0) 1494 762 063

Fax: +44 (0) 1494 762 286

Mob: +44 (0) 7798 761 020 / +44 (0) 7798 769 030



The Lady Fatemah Charitable Trust is one of the first charities to use its own unique text code, LFCT14, to raise funds by using JustTextGiving, a service available to Vodafone subscribers internationally.

In the spirit of the LFT, this is a new service which has no set up or associated costs for the LFT and every penny donated via text goes directly to the LFT. Once your donation has gone through, you can also add Gift Aid to the donation, which we recommend as it gives us an extra 25% on your donation.

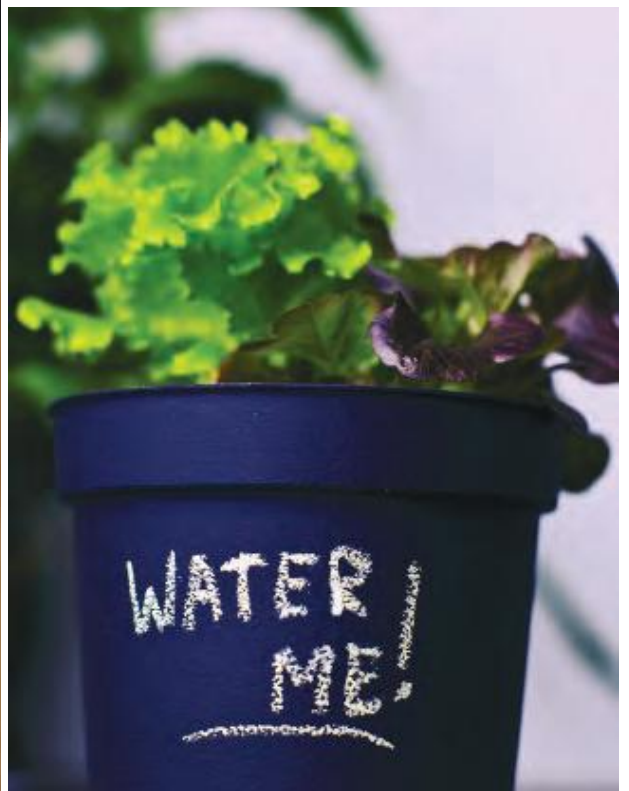
*For more success stories and information about how to donate, please visit:
<http://www.ladyfatemahtrust.org/>*

growing in
GREENS



Spring is just around the corner and while we are all geared up to step outside and make the best of our warm Canadian weather, you'll find it refreshing to know that we managed to keep our green thumb busy through the indoor winter months. How, you ask? A new trend gaining momentum in our urban jungles is indoor gardening, particularly plants of the edible variety. Avocados, carrots, lettuce and green herbs can be grown right inside your living spaces. Eating healthy can't get any fresher than this.

What do you need for cultivating a small veggie garden of your own? Resolve, researching what to get and where, the right planting equipment and patience. The benefits are manifold too. Not only are you chipping away from your grocery bill and saving some much needed dollars, you are also improving the air quality around you, maintaining optimum moisture levels to keep breathing problems and dry skin issues at bay and connecting with nature helps you relieve stress, anxiety and fatigue.





HOW TO HOST A DIY PARTY

Date night for Valentine's Day is so last decade. Instead of worrying about what to wear, where to go and how to behave in front of a significant other, how about assembling your squad and hosting a fun DIY party at home?

There are scores of recipes and how-tos online. Pinterest is a treasure trove of things you can attempt at home, without setting off the smoke alarm or leaving your favourite couch stained forever. We've tried our hands at these DIYs and can vouch for the ease you can mix them up with.

The essentials for throwing a DIY party are easy to put together. All you need is people who you can laugh with uncontrollably, slather on a face mask and dissect a TV show with and have fun as you go mixing around ingredients that will be serve as a take-away. You're making memories, storing away laughter for when times are tough and having a relaxing day in. Fun, food and friends — Valentine Day can't get any better than this.

LIP SCRUB

Ingredients:

- 1 tablespoon of organic coconut oil
- 2 tablespoons of brown sugar
- 1 tablespoon of organic honey
- Small glass container with lid
- Bowl & spoon to mix ingredients

In your bowl, combine 1 tablespoon of coconut oil with 1 tablespoon of honey. Mix until you are left with a rich, thick, and smooth consistency. Next add in the brown sugar and mix well. Pack in a small jar. To use scoop out a small amount and gently scrub over lips.





DIY BATH SALTS

2 cups epsom salts
 ½ cup baking soda
 ¼ cup sea salt (optional)
 30 drops of lavender essential oils
 10 drops of peppermint essential oil

Mix all ingredients in a medium size bowl. Store in an air-tight jar. To use, run a warm bath, add in around ¼ – ½ cup the salts and relax.



DIY CINNAMON COFFEE BODY SCRUB

Ingredients:
 ¼ C. Coconut oil
 ¼ C. Sugar
 ¼ C. Coffee grounds (used or fresh)
 1 tbs. Ground cinnamon
 Mason jars

Mix up all ingredients in a bowl and pack in a jar. To use, scoop out a generous amount and massage onto wet skin in circular motions.

INVESTING IN EXPERTISE

One New Year's resolution many people make is to adopt a healthier lifestyle. Some in that camp aim to achieve a healthier approach to leading the lives they want. In a time where caring for our skin and personal appearance is front of mind, investing in expertise that you can trust is critically important. For this reason, at SHE we did some research and arrived at the offices of Dr. Nancy de Kleer.

Walking into the office of Dr. Nancy de Kleer you are immediately met with sincerity and kind repose that can only emit from experienced professionals in the field. Dr. de Kleer notes that they are in the business of caring, "We are here to take care of people. It comes down to trust."

The main ingredient for success within a patient and doctor relationship is trust and an understanding of what's best for the patient's mindset and personal preference. The goal of each consultation with the team at Dr. de Kleer's office is to fill in the gaps of misunderstanding pertaining to both surgical and non-surgical procedures. It is their privilege to inform you when you walk into the offices, located at 1495 Cornwall Road, Oakville, Ontario. You are greeted with respect and an open invitation to discuss all of your pressing concerns related to your appearance.

To date, the most popular reasons for individuals to seek out the assistance of medical professionals to improve their appearance and confidence levels are discolouration, skin laxity, loss of volume, acne and pore size. While all of these concerns can be combated with procedures and treatments available at Oakville Plastic Surgery, the key takeaway when visiting the office is to know that the most important reason one comes to a surgical and rejuvenation practice is for advice. With so many cosmetic procedures and anti-aging skin care products saturating the market, it is easy to forget about the most critical component, which is the quality of advice given in relation to what's available.

Receiving the best care is important, but it's the way that it's given that makes the experience at Oakville Plastic Surgery worth the short 35 minute trek out of the city. Care is



Oakville Plastic Surgery

careful too, and this team stands by their mission to help individuals look and feel their best.

Consultation is the most important factor in a person's decision to take on an alternate skincare regiment and in some cases opt for a surgical procedure, not just to enhance appearances, but to increase a person's self confidence. Of course, lifestyle has a large part to do with the state of our skin. The staff at Dr. de Kleer's office takes a holistic approach to their services. The first step, they argue is to practice great skincare. Too often we hear about using the best products, but really the process is more in depth and can drastically benefit from ongoing consultation with trained professionals.

There is a trend that promotes the use of what's known as cosmeceuticals. Cosmeceuticals and pharmaceuticals have essentially the same ingredients, but the former have a quicker reach time to desired states. The added value of using high grade products is amplified when used in tandem within an ongoing conversation regarding their effectiveness and impact on your skincare goals.

Ultimately, this is what separates Dr. de Kleer's practice from others. Her team of skincare professionals explore the use of potent anti-aging products, such as their Glo Beauty Line. Armed with knowledge on how not to get caught up in the information overload and use of Botox, they are on the cutting edge of knowledge decimation. The goal setting process of any skincare regiment deserves careful time and attention and can be extremely beneficial when one views surgery as the last and final step towards the goal of approving one's appearance.

Skincare must be tailored to the individual and it's important to know that the team at Oakville Plastic Surgery

can propose a positioning of surgery by option for less invasive and non surgical procedures, of which they boast the latest and most advanced. A popular option is the photo facial where an individual can experience results within three to five sessions. However, the staff notes that the most important anti-aging product you can use is sunblock.

It is clear that we care about our skin and want the best for our exteriors and with that comes a responsibility on the part of those who guide us along the way. During our visit, the team at Oakville Plastic Surgery discussed how the concept of plastic surgery and cosmetic enhancements is one that is deeply personal and has a large degree to do with psychology. If one can affect the way others see themselves and therefore feel about themselves, that's powerful.

Dr. Nancy de Kleer notes that the reason she got into the field of medical and cosmetic surgery is because she always loved helping people. "It's amazing how many people you can help." You get the sense that it is a privilege for the staff at Oakville Plastic Surgery to help people achieve the results they want. Whether you are a man or woman, who is unsure of how they feel about certain aspects of their body, or are an individual who has been thinking about a specific procedure for some time, your consultation will be eye-opening and extremely helpful in your quest to find an enhancement alternative that's right for you and where your concerns are at today.

Dr. Nancy de Kleer's practice, Oakville Plastic Surgery, is located at 1495 Cornwall Road, Suite 31, Oakville Ontario.

Web: <http://drdekleer.ca>
Call: 905 901 9545
Email: info@drdekleer.ca



Dr. Nancy de Kleer, MD RCPSC




Before & After Injection Fillers



Before & After Fotofacial treatments



A woman with dark skin and short black hair is posing against a chain-link fence. She is wearing a black and white horizontally striped sleeveless crop top, a black knee-length skirt, and black high-heeled sandals. She has large gold hoop earrings, a gold watch on her left wrist, and a ring on her right hand. The background is a grey wall with a yellow vertical pipe.

how to **MARKET YOURSELF** *as an* **ACTOR or MODEL**

Whether or not you have an agent, there are things you can do to help launch your acting or modeling career. These are things you can even during your search for an agent. Most people hear market yourself and begin to panic. The thought of trying to sell yourself to other individuals and set yourself apart can be a daunting task. Especially in an industry where the wrong word or a slight action can mean not getting the job. But one thing you need to remember is that as an actor or model, you are the product. You are what you are trying to sell to agents and casting directors. So what can you do to set yourself apart? How can you make sure those connections you made last week will really stick and benefit you in the future?

In the modeling and acting worlds, a lot of the work people get is based on the connections they make. Networking is a major factor in actors and models gaining opportunities whether it's auditions and castings, or landing a part in a movie. There are many ways you can network. Attend film festival parties and get to know those who are there. Networking with not only directors and producers, but other actors as well. If one actor is cast in a role, they may say they know someone who would be good for another part in the movie. Another great way to network with other actors is by taking as many acting classes as you can. Acting classes look good on a resume. They not only show the casting directors that you are always learning, but it shows them you care about your craft and are willing to work at it.

Social Media is another great tool to help market yourself. Great a fan page on Facebook or Instagram. Update the page as often as necessary with information on the work or projects you are currently working on, or the classes you are taking.

You can even create an events page if you have a film being released or a fashion show coming up. This lets those around you know what you're up to and also information on the event so they may attend if desired.

Create your own website.

Creating your own website is today's version of a business card. Yes we still use traditional business cards, but now that everyone is at the touch of a finger it is easier to Google a person or their webpage than to find the business card you took. Today's digital age allows us the freedom to promote ourselves to everyone. You never know where your next opportunity might come from. This can also act as your portfolio. As an actor you can use it for your demo reel. Show people again the work you've done in the past. You can never show off your talents enough. Make sure they are unique talents. Things that make you stand out from the crowd. Make sure you keep your website updated.

Lastly, but definitely not least, make it unique. No matter how you try to market yourself you need to make it your own. It needs to stand out from the crowd, so even if you don't want to go the traditional route, find a way that makes it you and shows off your strengths. Show them why you deserve the role and also what you can bring to the table.

Most actors don't realize the hard work it takes to market themselves. Or for those that have an agent, the hard work the agent puts in to market their actors/models. With these tools it will be much easier. You will have more people to connect with, more people will see the work you have done. Ultimately, in the beginning of any acting or modeling career, it's a numbers game. The more you promote yourself and have your face out there (in any and all medias), the more opportunities will come your way. So go get 'em!





PARIS TOP THINGS TO SEE AND DO IN THE CITY OF LOVE

By Zebunnisa Mirza

A visit to Paris is never long enough. You could spend months in the city without running out of things to see and do. For most, a longer visit is not possible and so we must make the most of the time we have. If you're only going to do ten things during your stay in Paris, let them be these:

L'Arc de Triomphe and Champ-Elysees

If it's your first time in Paris, this is where you need to start. Iconic in nature and a feast for the eyes, l'Arc de Triomphe stands as a reminder of the conquests of Napoleon and sets an aura of pride and grandeur for anyone visiting the city. Walk around the structure and have a good look at the intricate carvings that depict battle scenes from the Napoleonic period and other moments during the Revolution. Afterwards, take a stroll down the ritzy Champ-Elysees to browse the various shops and cafes or just to take in the vibrancy of modern day Paris.

Place de la Concorde

Keep walking down the Champ-Elysees and you'll reach Place de la Concorde, the largest square in Paris. Decorated with elaborate fountains and statues, the square was built in 1755 and originally named Place Louis XV to honour the king at the time. During the French Revolution it was re-named 'Place de la Revolution' and became the site of numerous be-headings including Louis XVI, Marie Antoinette and various others. Eventually, in the spirit of reconciliation following the Revolution, the square was re-named to Place de la Concorde.

The Eiffel Tower

Nothing quite prepares you for the first time you'll see the Eiffel tower in person. Ruggedly handsome during the day and a delicate jewel at night, you can literally spend hours gazing up at its simplistic beauty and sheer magnificence. Pack a dinner picnic

and get there before sunset. You'll be able to admire the structure in the daylight and then, as the sunlight slowly slips away, watch as it sparkles against the night sky.

Musee du Louvre

The most visited museum in the world, the Louvre is housed in the Palais du Louvre which was originally built in the 12th century. With nearly 35,000 objects dating from prehistoric times, it's one of the world's largest museums. The collection includes countless rare historical artefacts and masterpieces including the most famous – Leonardo Da Vinci's Mona Lisa. You definitely won't have time to browse the entire museum so take a guided tour instead. It lasts about two hours and covers the most significant pieces in the building. After your tour, take a break next to a fountain in the courtyard. Then, you can head back inside using the ticket you've already purchased to browse some more on your own.

Cathedrale de Notre-Dame

From the Louvre, a short stroll east along the Seine will take you to the Ile de la cite, the epicentre of Paris and the site of one of the world's most iconic cathedrals – Cathedrale de Notre-Dame. Built in 1160, the cathedral has a rich saga which includes surviving many wars, a revolution, and some more joyous occasions like the crowning of Napoleon as emperor in 1804. The building came close to a scheduled demolition in the 19th century, but survived that too and was restored back into a gem that it is today. Once you've visited the interior of the cathedral, take the time to walk around the outside all the way to the back. The rich stone carvings really are a sight to behold. Get a good look at the buttresses, a key architectural element of the gothic style, before making your way up the bell tower. It's a bit of a workout, but the views from the top are one of the best in Paris.



Lunch or dinner at the Latin quarter

A quick walk across the bridge into the right bank and you'll end up in the Latin quarter which was once the heart of Paris' cafe society in the 1920s. Today you'll find here an abundance of cafes, restaurants, souvenir shops, churches and some other cool finds. Start your visit at Place St-Michel where you'll find a dramatic fountain depicting Saint Michael slaying a dragon. After a quick photo op, cross the road towards the east and lose yourself in the buzzing back streets of the busy Latin quarter. This is a great place to have lunch or dinner so seat yourself at a patio and watch the crowd walk on by.

Wandering through the streets of Montmartre

The most romantic neighbourhood in Paris, a stroll through Montmartre will take you back centuries as you skip along the cobblestone streets and climb up and down the steep lanes and stairs. Make sure you look for Picasso's old home. He used to live here along with many other famous artists. And they never left because even today you'll find tons of shops and artist studios displaying the amazing work of locals. An afternoon can easily slip away exploring this quiet area. Stumbling on the hidden little place du Tertre is a welcomed surprise – a tiny, but energetic, little square bustling with restaurants, street performers and local artists.

Sacre Coeur

If you're up for another surprise, keep walking north past place du Tertre and soon enough you'll be greeted with a giant white domed Basilica that seems to pop up out of nowhere. The Sacre Coeur, a 19th century structure, sits on top of the hilly neighbourhood of Montmartre, overlooking one of the best views of the city of Paris. Sit on the front stairs and take in the view, street performers and all. Then, pop inside the basilica to admire the colourful mosaic lined interior.

Les Catacombes

In stark contrast to the romance at street level, the underground tunnels of the city are a ghoulish commemoration of Parisians passed. Near the end of the 18th century, many of Paris' overcrowded cemeteries were emptied and the human remains transferred underground into tunnels. A portion of these tunnels is open to tourists. Nineteen metres below street level and about a mile and half of a walk before the actual entrance, the catacombs will put you in a mood that is in-describable. The sign at the entrance reads: Arrête, c'est ici l'empire de la Mort ('Stop, this is the empire of Death'). Step through the doorway and you'll be greeted with piles of actual human remains neatly stacked, and sometimes decorated, on both sides of the tunnel.





GUESS SPRING PREVIEW

WHAT: GUESS PREVIEW FOR SPRING
2016 COLLECTION FOR WOMEN
WHERE: THE SPOKE CLUB, TORONTO



For fashion forward apparel, a mix of floral, denims and alluring silhouettes, the Guess Spring Collection for Women was the perfect place to start on one's wardrobe update project for warmer weather. Slimtex moisturizing denim also made its debut at the preview. This new product had us intrigued. The denim line utilizes a blend of ingredients to provide skincare and slimming effects. That's right, skincare you can wear. The question is, will you?





FASHION AND MAKEUP CHOICES FOR SS16



**WHAT: FSHOP SS16
MEDIA PREVIEW
WHERE: KING STREET
WEST, TORONTO**

Media got an exclusive preview of the upcoming SS16 collection at the Shop. Ted Baker London, Thomas Sabo, Fidelity Denim, Hillberg and Berg showcased their collections with makeup and skincare from Essence Cosmetics and Charlotte Tilbury as the perfect accompaniment to fashion choices. We've shortlisted our shopping lists already.



SPRING TIME!

WHAT: NINE WEST SS16 PREVIEW

WHERE: QUEEN STREET EAST, TORONTO



Shoes, bags and accessories galore. We started hoping for a short winter and a shorter boot season soonest we laid eyes on what Nine West had on display for their SS16 collection. Translating some of the major runway trends into wearable, affordable footwear, we started taking notes of what statement sneakers we'd be buying right there. Denim sandals, gold and silver sneakers and brogue hybrids, we are looking forward to sandal season.





AN AFFAIR FOR THE ARTS

WHAT: FUNDRAISING GALA

WHERE: SHERATON PARKWAY HOTEL, RICHMOND HILL

Markham Arts Council hosted their inaugural fundraising gala in Richmond Hill, raising over \$20,000 to support the council's arts and cultural programs. Many of the town dignitaries, business owners, artists and residents were in attendance, regaled by performances and works of art on display.



Whether you are a beauty fanatic turned green, envious of only those who've tried the newest shade of conscious red, or are just embarking on a fresh pursuit of glowing skin and good karma for your health, this issue's green beauty special is for you.

GO GO GREEN

By Jacqueline Novak

The beauty industry loves innovation, some would argue just as much as the tech sphere. The green beauty trend emerges as a movement towards the sustainability of you. We all want to remain youthful, positive and fundamentally healthy without worrying about what is seeping into our pores. After all, what penetrates our pores should make us feel pretty, not poisoned right?

Turn to beauty names such as Refresh Botanicals, Siby Beauty and the Detox Market, all on a mission to promote sustainable skin care that makes a difference, not only in your appearance, but with what lies beneath.

We ask ourselves what's safe and are met with a litany of responses ranging from the more expensive the better, to anything labeled eco-pure or organic is OK. Still, the innate resistance we feel once we've decided to do something good for our bodies, starting with makeup, leads us to ask more. To demystify some of concerns surrounding the green beauty trend, we spoke with Laura Townsend of the Detox Market about what makes this type of mission special.

When speaking about the motivation to buy such brands or to switch up a beauty run to the Detox Market rather than the traditional, albeit enchanting displays at Canadian drugstores, the big idea here is purpose. Townsend notes that her customers at Detox Market care mainly about the performance of the product, the ingredients, how the product looks and what the brand is doing for the environment. Age-old marketing knows that a person is apt to buy the product they look at for a longer period of time, even when two products' ingredients and purpose are nearly identical. The irony that the green movement has brought about such beautiful packaging is another story.



Brands also are creative with their names, for example, Refresh Botanicals and Sibü Beauty are just two of the brands that target what we are starting to look more for in terms of skincare: a refreshing approach to basic beauty. And it's not just the packaging that speaks to the eco-conscious consumer; the products are the all stars. Every Refresh Botanicals product contains a proprietary combination of cucumber extract and cornflower water that soothes and calms skin, even reducing redness from rosacea and acne. The products contain specifically selected botanicals for targeted results and the entire line balances skin's pH, enhances skin's barrier function and increases moisture levels resulting in healthy beautiful skin. Similarly Sibü Beauty touts the wondrous properties of sea buckthorn berry as the base for its repertoire of skincare. A naturally sustainable resource growing in Tibet, the brand's focus is on creating a line of skincare that is fair-trade, environmentally sustainable, safe and healthy.

At Detox Market, Townsend notes that her clients are for the most part mission-driven and armed with basic knowledge of what they want to put in and on their bodies, a lightness to her voice ensues and she wants to share more about the importance of deciding for ourselves. Too often, we let the experts decide what is safe and what will work the best for us in accordance with our skin's needs. By making a trip to the Detox Market, though you will receive tailored advice of a skin care professional. Townsend says that when you come into the store, you are not just meeting with a sales associate, you are meeting with a highly educated individual who understands how natural and organic materials benefit the body. You are going to "get incredible knowledge."

Though many of the Toronto clients who walk right into these upscale botanical beauty-bar-like establishments, are educated in the market, it is refreshing to know that you can, and will learn more, from talking to a beauty professional whose utmost concern is your health versus nailing that perfect Friday night look, although that will probably happen too. Many of us who are intrigued by the green beauty movement know that there are individuals out there who are very educated in the market and who can go into a store, or order offline, in bulk, knowing what products work the best for them, which should in fact also be the products and brands that they trust the most.

An interesting component of this shopping experience, as explained by Townsend, is the customers' feelings towards the brands they purchase. Since so many are health conscious to begin with, they find themselves relating to the brands. The mantra is no matter what age you are do your homework and watch for sales. You may pay extra now, but it will add years to your life later.

Moreover, if the thought of putting something good into and on your body makes you feel good, you might also relish the fact that many of these beauty companies care about the brands they carry and they see no end in sight to the proliferation of the green beauty trend. A spokesperson from Refresh Botanicals echoes this sentiment: "I believe that the trend toward green beauty will continue to grow as consumers come to trust that they will get better and better results from green beauty products."

The way forward in the beauty industry it seems, is all green.

SHE RECOMMENDS



BEAUTY REVIEWS



Essence Make Me Brow Gel, \$3.99

Brows are still trending strong this year, not as overly drawn as in the year past, but more defined and bulked up. If you are looking to tame your brows and make them more dimensional without fussing over how much to draw in and blend, then this brow gel is for you. Available in two shades, just brush on some gel through your brows and you will have the perfect set of brows to set off your eyes and frame the face.

Essence Liquid Lipstick in Show Off! \$3.99

You cannot not love Essence and their wallet friendly products that are often at par with their pricier counterparts. 2016 is going to be the year of the liquid lipstick and this vivid one packs in a punch, delivering colour, gloss and glamour in a single swipe. Show Off! is just as the name suggests, a bright red coral, for when you want to make a statement without speaking a word.



Charlotte Tillbury Mini Miracle Eye Wand, \$55

When makeup maven and the MUA A-listers go to for their Red Carpet appearances, Charlotte Tillbury, promises a miraculous eye wand, we take notice. This dual eye wand took five years to perfect. It houses an eye cream on one side to treat and hydrate the delicate skin under the eyes, and the other side has a colour correcting concealer that will mask all signs of fatigue and sleepless nights. A couple of clicks to looking more rested and bright-eyed than we feel? Aye, aye!



Colour Pop Liquid Lipstick in Creeper \$6

We love Colour Pop and their entire line of affordably priced offerings. This indie brand has taken the social media scene by storm, doling out fresh new shades every few weeks. Their line of Ultra Matte Liquid Lipsticks is the thing you would want on your lips for the ultimate colour payoff and longevity. The shade Creeper is perfect for Valentine's date night, a true red with classic blue undertones that is sure to suit every complexion.



Elizabeth Arden Grand Entrance Mascara \$32

Long, voluminous, glossy lashes, the perfect finish to a sultry smokey eye look. We love this new mascara by Elizabeth Arden, a long wear, water-resistant formula, the wand lifts and curls each lash for defined volume that will outlast your evening without flaking or smudging. Fortified with vitamins and peptides, Grand Entrance mascara cares for your eyelashes throughout its wear time. Who knew it was possible to fake falsies?



Burberry Lip & Cheek Bloom, \$33

Luxurious, airy and oh-so-romantic. Inspired by classic English blooms these lip and cheek formulas leave a hydrated, lit from within flush of colour on the lips and cheeks. The six shades are all named after flowers and we are particularly partial towards the shade Hydrangea. A multi-purpose product, of course we want to have all shades in our makeup arsenals.



Charlotte Tillbury Colour Chameleon Dark Pearl for Brown Eyes, \$32

What is a date night without a smokey eye? And for easy, fool-proof makeup, these eyeshadow pencils are the one thing we all want. As a makeup artist Tillbury knows how to bring out the best in every eye colour, this shade in Dark Pearl imparts an intense colour that is equal parts bedazzling and elegant. Think a richer brown for brown eyed gals that will last through the night.



“You're not middle aged, Mr. Benson. In fact I think you're remarkably well preserved.”

- Gabrielle Simpson to Richard Benson in *Paris When It Sizzles*

SKIN DEEP

Decoding Acids in Skincare

By Aaisha Zafar Islam

The beauty industry is forever on the look-out for the next major breakthrough, a star ingredient that can trick the skin into turning back the clock. More recently we've seen companies belt out formulations that have acids as their active ingredients. They are creams, lotions, peels and serums that promise to change the way our skin looks and feels. SHE finds out how they perform and whether they live up to their claims.

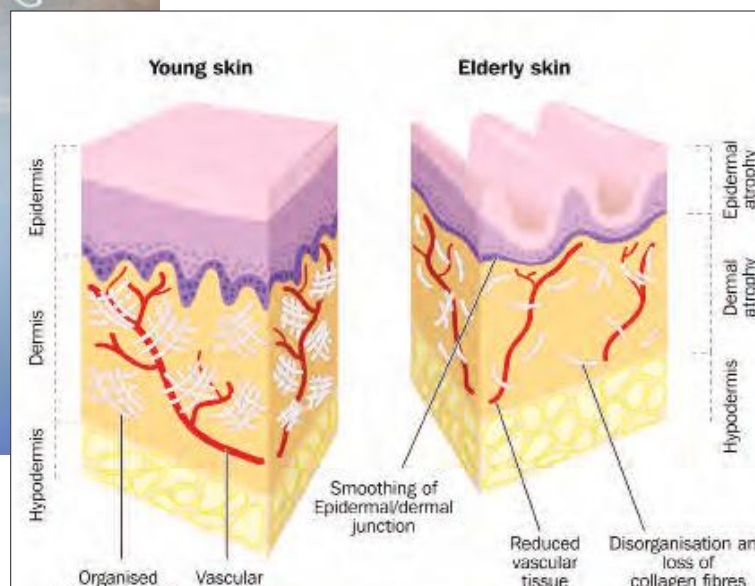
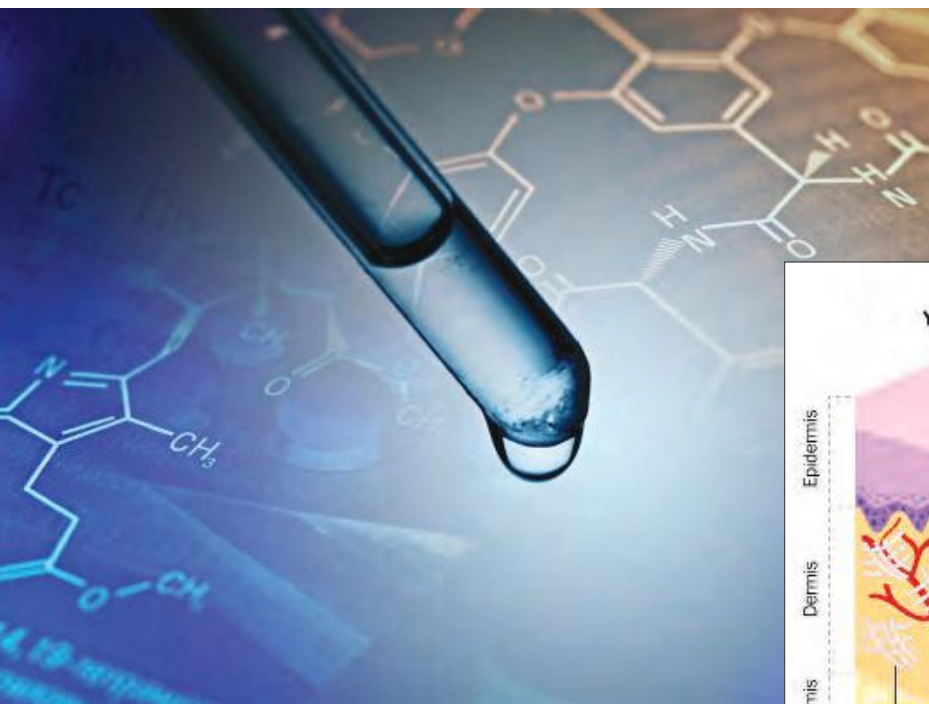
Once we cross off a certain decade of our lives, skincare, particularly anti-ageing skincare becomes a top priority. We all want to look younger than our age, or at least age well and this is the demand that beauty companies want to meet. Erstwhile injectables are making their way into formulations you can buy over the counter just as we can get our hands on a product that would reveal a brighter, younger looking layer of the skin. Newer innovations and techniques in formulating products means that most treatments that could only be availed while visiting a dermatologist, are now affordable and safe enough to be done in your space, at your own time.

Before we talk about skincare, let's understand the skin's composition and how we can expect any skincare to perform on its layers. We talked to Anik Kerr-Denis, the Scientific Relation Leader at Vichy Canada to get a better understanding.

Skin is composed of three layers. Starting from the surface, we have the epidermis, with an under layer of dermis and finally the hypodermis. Most OTC creams on the market are formulated to be effective on just the epidermis; no OTC creams can penetrate that layer. The dermis is composed of collagen and elastin, the building blocks of what makes our skin appear smooth, supple and youthful. According to Health Canada, no cream or lotion that can penetrate the dermal layers to reach and affect the dermis can be sold without a prescription. So how can companies promise to ease the signs of ageing with just topical creams?

The anti-ageing creams we have on the market today, explains Kerr-Denis, are designed to strengthen communication between skin layers, boosting collagen and elastin synthesis, consequently helping to improve the skin's texture and appearance by enhancing cellular turnover.

Acids are an important component in skincare formulations as these are active ingredients that work on the dermal layers, helping in naturally exfoliating the skin. The natural life cycle of skin cells in 28 days, that is the time it takes cells to complete their life journey and new skin cells to regenerate. As we age this process slows down, exfoliating the skin helps keeps this process on track, communicating to the skin to continue its natural regenerative process.



Acids that exfoliate

When we think of acids, we tend to conjure images of a corrosive substance that can damage the skin. However, acids in skincare are included in the formula in just the right ratio to work with the skin and help it shed dead skin cells and help revive it. One of the more popular exfoliating ‘actives’ in the market is glycolic acid.

Glycolic Acid or AHAs (Alpha Hydroxy Acid) are derived from natural sources, like sugar cane, papaya, citrus fruits, pineapples and even tomatoes. AHA breaks down the bond between dead skin cells that accumulate on the surface and make it easier for us to slough it off. Once the skin is rid of surface debris, it appears smoother and more radiant, it can also absorb more of any creams and serums that you want to apply afterwards. Since the skin is being tricked into shedding dead skin cells more often, you can see results quicker, as the first signs of ageing like uneven skin tone, dark spots and fine lines are minimized. As we age, our skin’s regenerative process slows down; a good exfoliating regimen makes sure that it doesn’t happen.

Clearer, tightened pores, clear skin less prone to blemishes and all aglow just about sums up everyone’s dream skin. However you have to be careful about AHAs. Always start with a lower concentration and apply sun protection when going outdoors during the day. Also be mindful that it can sting, depending on how sensitive your skin is. For most users, glycolic acid or AHAs remains the key ingredient in skincare to keep them looking younger than their age.

Honorable mentions: Salicylic Acid, Lactic Acid And LHA.

Magic Molecule: Hyaluronic Acid

Another ingredient we are hearing more about is hyaluronic acid (HA). Unlike its name, it is not an exfoliating agent, or even a coercive acid. In cosmetic formulations this will be listed as hyaluronate or hyaluronan. A naturally occurring polysaccharide in our skin tissues, HA serves as a lubricating agent for our joints, nerves, eyes and skin. This is what keeps us agile when we are young, and our skins looking dewy, plump and soft. Again, as we age, the body loses its ability to produce enough HA to keep us looking and feeling young. Enter topical cosmetic interventions.

For quicker and better results, people love getting HA injections, an instant shot of youth. Others like to take a slower route, relying on the many creams, lotions and serums out on the market to deliver them their dose of HA.

What makes HA so unique is that the molecule attracts and holds water up to a thousand times its weight. Fine lines and wrinkles are visible signs of ageing that decry a lack of moisture in the skin. Similarly dry and dehydrated skin types will fall prey to fine lines and wrinkles earlier than oilier skin types. In the right formula, your skin will be able to absorb the HA and retain more moisture, plumping up fine lines and wrinkles, prolonging the appearance of a smoother visage. The key to getting the most out of this magic ingredient is finding a formula that works best with your skin. Keep in mind that HA is not a moisturizing agent in itself, it works with other ingredients to keep your skin moisturized more effectively.

Mix 'n' Match

It is important to note that what may work on your friend's skin, may not necessarily be as restorative on yours. And there are no OTC products that can deliver miracles; a clinical visit is the only way to achieve that. You can however assess or be assessed for what your skin needs the most, find a skincare routine and keep it up.

This is where the Korean technique of layering skincare can come in handy. With each step, you prepare the skin to receive the next layer of products and maximize its efficacy. Cleansers, toners, essences and cosmetic waters, all help in perfecting your routine. And according to Kerr-Denis, you don't necessarily have to use everything from the same line, customize your routine to suit your needs. You can use a serum to smooth out fine lines in the morning, and another product to even out the skin tone and hyper pigmentation at night. Day and night creams can also target different skin concerns, just be mindful of what ingredients do and not work well together. For instance, Retinol and Vitamin C counteract the other's effects.

For South Asian skin, dehydration and fine lines are not a major ageing issue; hyper pigmentation and dark spots are the more common signs of ageing in this demographic. When looking for anti-ageing products, Kerr-Denis suggests opting for a 'brightening' line. Contrary to popular belief, these products are not whitening treatments. Instead they limit the hyperactivity of melanocytes, melanin cells, in the cellular turnover process to even out the skin tone. Aided with a proper exfoliation and moisturizing routine, we can achieve the flawless, radiant skin that would easily be the envy of a younger you.

SHE RECOMMENDS



Dewy Darling

Models walking the Dolce & Gabbana runway last fall wore soft dewy makeup to complement the designer's floral creations. We just love this pinky sweet look which would be perfect for a Valentine's Day dinner date.



Princess Magic

Josie Maran Argan Enlightenment Illuminizing Wand (\$34) applied along the bridge of the nose, chin, forehead and cupid's bow to highlight.



Damsel's Flush

Stila Aqua Glow Watercolor Blush (\$34) for a sheer wash of colour and supple finish.



Sweetest Pout

Laura Mercier Velour Lovers lipstick in Empower (\$68). A highly pigmented satin matte finish lipstick with magical moisturizing powers.



A Fresh Start

Clinique Chubby in the nude Foundation Stick (\$29) for a buildable coverage that's long wearing and natural looking.

Lovely Lashes

Lancôme HYPNÔSE DRAMA Instant Full Body Volume Mascara (\$32) for va-va-voom lashes in a single stroke.



Star Dust

Chosungah 22 Dong Gong Minn Jello Color Eyeshadow Palette (\$47). Apply gold shimmer near the tear ducts, pink shimmer on the lid, and use black matte as eyeliner.

Sculpted Sweetheart

We have so many reasons to be envious of Gauri Khan. She is a talented film producer, interior designer, drop-dead gorgeous, and married to the ultimate Bollywood heartthrob Shah Rukh Khan. Although we can't steal her hubby and talents, we can definitely steal her look!



So good for you
Tata Harper Volumizing Lip & Cheek Tint (\$41) for 100% natural, non-toxic tint formula that hydrates and blends easily.



All the right curves
Laura Mercier Flawless Contouring Palette (\$60) for a creamy, foolproof application. This unique formula is much more sheer and blendable than most contouring products, allowing you to achieve a very natural finish.



Unforgettable eyes
Bobbi Brown Sterling Nights Eye Palette (\$88) for a sparkly or matte nude smokey eye depending on your mood.

Just perfect
Lancôme Teint Idole Ultra Stick (\$48) for a weightless matte 24-hour flawless complexion.



Soft to the touch
Aveda be curly co-wash (\$31) and be curly intensive detangling masque (\$35). Certified organic babassu oil enriched conditioning for perfectly coifed curls.

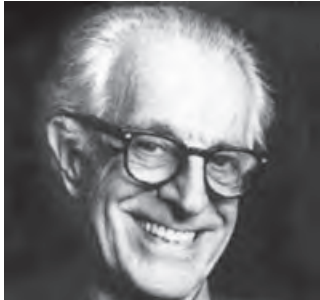
quote/unquote

Falling in Love



"In love all the contradictions of existence merge themselves and are lost. Only in love are unity and duality not at variance."

Rabindranath Tagore



"The art of love... is largely the art of persistence. "

Albert Ellis



"If you love two people at the same time, choose the second. Because if you really loved the first one, you wouldn't have fallen for the second."

Johnny Depp



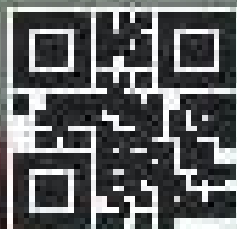
"Tell me then, does love make one a fool or do only fools fall in love?"

Orhan Pamuk



"And so let us always meet each other with a smile, for the smile is the beginning of love, and once we begin to love each other naturally we want to do something."

Mother Teresa



Like us on Facebook



Follow us on Twitter

Syria



**World Food
Programme**

Fighting Hunger Worldwide

Millions of Syrians are displaced inside Syria or in neighbouring countries. They face a 5th year away from home and their needs continue to grow.

The World Food Programme is helping them by providing food, vouchers or e-cards to buy food.

WE NEED YOUR HELP

www.wfp.org/Syria or text "RELIEF" to **45678** to donate \$10.

