

NUOVO

INSPIRED BY IDENTITY

GROUPE GERMAIN
AUTHENTIC BOUTIQUE HOTELS

SARAH POLLEY
FROM ACTING TO DIRECTING

MUSIC WITH MEANING
THE WORLD OF K-OS

MAKING MOVIE MONEY
FILM INDUSTRY FINANCING

READY, SET, JET
PRIVATE AIRCRAFT TRAVEL

SOPHIA LOREN

\$15 CDN \$10 USD SPRING 2007
DISPLAY UNTIL MAY 28 '07



0 61399 70330 9

When Stella McCartney—she of the fashion label, fragrance empire, and rock music lineage—does something new, people pay attention. But her latest venture, an organic line for the skin called Care, is sparking more than the usual zeitgeist chatter. As the first organic beauty offering from a luxury brand, Care is evidence of a new legitimacy being conferred on organic products. Consider the momentum: L’Oreal, the world leader in beauty sales, recently purchased Sanoflore, the French organic skin care brand, and will give it a North American coming-out party this spring. Jo Wood Organics—the eponymously line from the wife of Rolling Stone Ron Wood—was launched at Holt Renfrew last year to rave reviews and blockbuster sales. In Canada, sales of organic beauty products have tripled since 2003.

The haze of uncertainty that floats around the term “organic”, though, is enough to drive any consumer crazy. There is no dermatological definition, but in general, organic beauty products, like their organic-food counterparts, are made from crops grown and processed without the use of chemicals. The good ones take it further. The eight products that make up Care contain no chemical preservatives, silicones or animal-derived ingredients. Instead, the toning floral water and cleansing milk are made with organic licorice from Italy, camomile from Egypt, and green tea from China. Says McCartney, “I feel it’s important to have people like myself commit to an organic skin care line to lead the larger beauty producers to go into this area.”

It’s that sense of commitment that also sets Jo Wood Organics apart. Free of parabens, phthalates and artificial colours, the line of lovely body lotions and bath oils took four years to develop. “I’m involved 150 per cent,” says Wood. “It’s become my baby.” For Wood, it was a medical misdiagnosis that led her to an herbalist, who led her to organic food. Organic beauty was the natural next step. “You only have to monitor the organic-food movement and its growth to start thinking about what you put on your body, as well as in it.”

“My philosophy is ‘less is more,’” says Dr. Sandy Skotnicki-Grant, a dermatologist

