TORONTO'S SEASONAL LIFESTYLE ON-LINE MAGAZINE

HER COLLECTION

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SUMMER 2021 • ISSUE 1 • VOLUME 2

HERSTORY

THE LEGENDARY MAUREEN GREENSTEIN -
A MOTHER OF MAKEUP ARTISTS

HER Collected

RED HOT SUMMER UNMASKED

STORIES OF AMAZING PROFESSIONAL
WOMEN

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SUMMER 2020 • ISSUE 1 • VOLUME 1

HERSTORY

GET INSPIRED BY ALIYA SINGH OF TRUE YOU IMAGE & ARTISTRY

UNCOVERING OUR NEW NORMAL

STRAIGHT OUT OF QUARANTINE

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WINTER 2021 • ISSUE 3 • VOLUME 1

HERSTORY

THE INSPIRING STORY OF THE TALENTED KATE FRASH

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SPRING 2021 • ISSUE 4 • VOLUME 1

HERSTORY

THE INCOMPARABLE TRACY PEART - MASTER OF MAKEUP & FASHION

TABLE OF CONTENTS

trending topics/ beauty / lifestyle / wellness/ events

04
EDITOR'S NOTE

05
COVER HERSTORY -
MAUREEN GREENSTEIN

08
HERSTORY
JAYNE NICOLE JEARY

12
HER CHOICE STORY
JUDITH STEWART

15
IN THE SPIRIT
PRO-AGEING
REVOLUTION

17
MASK MAKEUP
BEAUTY BEATS:

18
WELLNESS STAYING
FOREVER YOUNG
LIFESTYLE -

20
LIFESTYLE
WELLNESS
DYI DEODORANT

21
STYLE &
FASHION
GREY MATTER

23
IT'S MONEY HONEY
MONEY
MANAGEMENT,
IT'S NOT ALL ABOUT
THE NUMBERS

25
HEART & HOME
TIP FOR TRAVELLING
WITH YOUR
PRESCHOOLERS

26
THE 6IX MIX
WHAT'S HAPPENING
IN THE CITY

29
THE READING ROOM
THE PUSH

30
GOOD EATS

31
COACHES CORNER
AGEING HAPPY



editor's note

SUMMER TIME READY!

In our current environment, Summer is synonymous with freedom. Finally, after what feels like an eternity locked away in our homes, great weather will allow for some much-needed outdoor activities and PATIO Season.

We are thrilled to welcome back our regular readers and contributors, including True You's Aliya Singh, the Beauty Babes Maureen Greenstein, our cover model and her partner in all things beauty Sherry Holenski and of course, our health expert Kelly McCabe. This season, we focus on Ageless beauty; we will explore age from beauty, fashion, and health perspectives.

As the sands of time pass through the hourglass, a whole generation settles comfortably into middle age. We can see they are certainly not their mothers; check TikTok; as their children become young adults, we realize age truly is just a number. Personally, when I look in the mirror, I feel like the hands of time have barely touched me. I can attribute some of it to genetics, but really it has been a lifetime of beauty obsession. I have been slathering creams and potions on my face since the ripe old age of 19.

Join us as we take you on a journey full of tips, tricks and, of course, our stories of inspiration from women who are living their passion and making a difference. We are thrilled with our featured Entrepren-HERS, who show how perseverance and resistance are the key ingredients in achieving your dreams!

Janine

EDITOR IN CHIEF

The Mother of Makeup Artists Maureen Greenstein



Regardless of what job you have, you should do what you love, and do it with love.

Mau Greenstein is the epitome of all things glam. From her signature dual-toned eyes to her carefully crafted, glamorous hair, she is as fearless and passionate about makeup as she is beautiful. She has been a pioneer in the industry for nearly three decades, she is still working today, and she has used her platform to help other artists build real, lasting careers through makeup.

“My passion is being a makeup artist. Having grown up in Montreal, I'm a firm believer that regardless of what job you have, you should do what you love, and do it with love.”

For Mau, makeup was never just a job. It was the place where her artistry, her curiosity and her deep interest in people finally came together. Ask her why she said yes to this interview, and the answer comes quickly.

“When my passion gets the best of me, I know it will shine through wherever my career takes me. And why am I doing this interview? Because I'm passionate about beauty and how it affects people's lives!”





“Most makeup sessions turn into therapy sessions!”

MAU GREENSTEIN

Mau may have found her true love, makeup, in her early 40s, but she made an immediate impact. She burst onto the makeup scene as a trailblazer, making Toronto her stage. Creating iconic looks from the mid-nineties through to the present day and is still going strong. The 'Mother of Makeup Artists’ is ever-evolving, growing and still taking risks in her craft.

In 1992 Mau enrolled at George Brown College in the Makeup Artistry Program. After her first class, she drove home with a feeling of euphoria. Yet, the whole ride, she kept peeking in the rear-view mirror. She could not believe the sense of power she felt, knowing her creative self could be displayed for the world to see with the sweep of a makeup brush… Mau was hooked, not unlike the feeling she had many years before at age 12 when she began to study drawing at the Montreal Museum of Fine Arts. Igniting a deep and lifelong love for painting and drawing, makeup allowed her to use all her skills in a new and exciting way.

Speaking with Mau, I got a great sense that she felt truly blessed and has an insatiable appetite for knowledge, training, mentoring and networking. "I have always looked to expand my skillset in whatever way possible, whether that be through education, training, business development or self-promotion. The inspiration, drive and discipline that push me to succeed are undeniable. I've been able to sustain this passion throughout my life on two fronts; through Makeup Artistry which has ultimately led to an enriched career in the industry, and through the family-like connections I make with my clients and students".

So what is the secret to her success and longevity in this career?

"I've always believed in the power of positive thinking and that believing in yourself can get you where you want to go. That’s what pushed me to fight against every obstacle and disappointment in my life and ultimately make it to where I am today. It's what got me excited about starting another chapter in my life.”

Having worked extensively in TV commercials in NYC, LA and Toronto, another tip she shared with me is, "Say Yes to every opportunity that comes your way!"

Like many aspiring artists, early in Mau's career, she simply wanted to learn how to do makeup and make a living doing it. Her sole focus was on being the best at what she did—not necessarily focusing on mentoring others or giving back. "Yet as I matured and grew as an artist, so did my goals. Today, my goal is to make it possible for everyone to start their career in the makeup industry with a fighting chance by sharing my struggles and stories".

What started as a means to making a living evolved into mentorship, teaching and guidance. With her personality and energy, I could see how she could take budding artists under her wing and make them feel empowered in their craft.

"I believe that a big part of what I've sought to do to stand out is my ability to listen to what women want. A makeup gig is more than just applying blush to cheekbones". It's the trust that Mau has created between her clients and herself, leading to lifelong friendships. Her ability to give women confidence and view themselves as the best version of themselves after a makeup session is why she is in this industry. "The reason I stay in the makeup industry is to help women see the very best version of themselves. Beauty is not just about how you look but how you feel on the inside."



As the industry has evolved, so has Maureen's approach to the business. I asked her about what the best advice women can be given. Her response: "Skincare, skincare, skincare! The canvas is just as important as the paints being used. I was obsessed, even at an early age, with rich moisturizers and luxe creams. I always wore sunscreens, and no matter your age, it's never too late to start taking excellent care of your skin. My choice now for clean beauty is Beauty Counter."

I had never heard of Beauty Counter before I had the pleasure of meeting Mau. She is an advocate for clean beauty and became a consultant for the brand. So, I did some research, and I must tell you I am sold on this new wave of Clean Beauty.

Maureen is in the movement to a future where all beauty is clean beauty.

"People power us, and our collective mission is to get safer products into the hands of everyone. Formulate, advocate, & educate—that's our motto for creating clean beauty products that truly perform while holding ourselves to unparalleled standards of safety. Why? It's this simple: beauty should be good for you." - Beauty Counter.

Mau is the perfect ambassador for Clean Beauty; she sees the beauty in others and does not try to change what they look like but focuses on bringing out the best version of them.

"I encourage every woman I meet to look in the mirror and see their true beauty, which comes from the inside!"



"The canvas is just as important as the paints being used."

MAU GREENSTEIN

For more information about Beauty Counter Follow Maureen@mausmakeup
Beauty Counter www.beautycounter.com/en.ca/maureengreenstein

The Queen of Hues
Jayne Nicole Hosiery



I am named after two strong women that would be super proud of the woman I have become.

My name is Jayne Nicole, and I am the first Candian Black Female Hosiery brand owner. My company was birthed from my passion for fashion and beauty, and my name came from my Caucasian family, who adopted me in Montreal when I was 1.

Along with my loving parents, I have four brothers. They named me Jayne, after a dear friend of the family and my Godmother. Jayne was the name of her daughter, who had passed away just before my parents received me. Nicole was given to me by my birth mother, and my new parents kept it in honour of her. Two strong women that would be super proud of the woman I have become.

Early in my Spa career, I had an incredible boss that saw something special in me. She nurtured me and was one of the first to believe in my skills, gave me opportunities to grow and is one reason I am the businesswoman you see today. For 25+ years, I've been in the Beauty industry in different capacities. From owning a Spa, I worked as a Cosmetic Manager, Beauty Department Manager, and Account Executive for a skincare brand. For a brief period, I worked for a lingerie giant, where I learned a lot about women's intimates and the emotion attached to the purchases.

My transition into the hosiery industry stemmed from feeling frustrated about not finding nude shades in my skin tone. Like all entrepreneurs, I was afraid; initially, I didn't know where to begin. One day in early January 2016, as I was scrolling on Facebook, I saw a motivational coach Noel Walrond talking about procrastination and how it can stop you from going after your dreams. To make a long story short, I invested in myself and took his course. It was one of the best things I have ever done for myself. I keep in touch with him and listen to his videos as a reminder to keep myself on track even now.



Upon completing his course, I jumped in with the tools Noel taught me and went for it. My laptop and Google were my two best friends. I Googled everything.

My first discovery in the hosiery business is that no companies in Canada offer nude shades in diverse skin tones. I found a couple of brands from the US which were sold here, they provided darker and lighter nude shades, but there was a gap in between. As I researched, I learned of only five brands worldwide, mainly in Europe, that provided a beautiful selection of nude shade hosiery suitable for many different skin tones. Stockings have been around since the 1920s! Can you imagine that in the 21st century, there are only five brands globally?

I reached out to those brands to see if I could become a sole distributor. Fast forward, I set up an online shop called Shades Hosiery Club (SHC) and started my market research. I not only sold online but also participated in trade shows, Pop-Ups, Livingroom Parties, sold them out of the trunk of my car, Mass Camps, you name it, I did it.

After close to 2 years of SHC, I had found my purpose, which became my passion and, in my way, I set out to make the world a little more inclusive by expanding my business.

I closed Shades Hosiery Club in 2018 and began looking for a manufacturer. I compiled a list of 47 hosiery manufacturers; I sat at my desk calling one after another only to be rejected over and over because they did not dye deep shades, or "dark skin women do not wear hosiery," or my minimum order was too low as they only dealt with huge volumes, one even laughed and hung up the phone one me. I was in tears and felt defeated with only two places left to call; my self-doubt said, ah, this won't work. I prayed on it; the words of my mentor came back to me **"stay focused, be determined and do not give up, block out the doubt from others, do not procrastinate; just do it."** I sat down, picked up my phone and called manufacturer #46, and it was a YES.

We worked beautifully together; they were super patient with the whole process of dyeing and creating my desired shades. Fast forward; I found my manufacture, a business partner/investor and was super excited.

Two weeks before I was ready to send in my purchase order, my business partner backed out. I was devastated! I had to find the funds. I applied for grants, loans with no success. I stepped into faith and decided to take the money from the equity in my home and fund my dream. When I called the manufacturer to place the order, they let me know that they were moving their US operation to China, which carried a much higher minimum order, in the high 1000's per shade and colour. Again, shook! I had to take a moment and remember those words from Noel. I was determined! The original manufacturer let me know of a place that might be willing to do lower quantities. I reached out; they said. YES. The new manufacturer and I figured out: shade perfection, hosiery base, fibre content, the type of pantyhose and opaque tight. I was in the queue for production, Covid hit. The world stopped, and my manufacturer shut down production and closed. When the lockdown was lifted, their closing was permanent; they didn't make it through the Pandemic.

Another blow; this was all becoming too much! I prayed, had my moment, and again remembered the words of my mentor do not give up. The customers were referred to another company; I reached out to them and they said Yes, to my order and Jayne Nicole Hosiery finally launched in August 2020. I thank my strong faith, the words of my mentors, and the support of my family and close

friends, who have played an enormous part in providing me with guidance, motivation, and emotional support.
Since my launch, I have worked with Fashion Influencer Claire Sulmers, the US CEO of Fashion Bomb Daily. Our collaboration provided brand awareness and sales. Being in front of a broader audience allowed the brand to be noticed by many different countries. Claire has one of the top 50 most influential style blogs in the world. Her book of memoirs and self-help offers up some aspiring nuggets; she tells her story of what she had to do to get to the top, and I consider her one of my mentors.

I have won The Black Designers of Canada Award of Excellence, and I am the hosiery supplier for Shaw Festival Theatre and Your Morning, a national news show. I have had my brand story written in FBI Style Magazine. But my biggest brag would be that I created this brand on my own without any formal education in fashion design, manufacturing, marketing, or business.

It's Jayne Nicole Hosiery's goal to educate customers on the benefits of wearing our hosiery. Some people have never put on a pair of pantyhose, had a negative experience or thought that they were something they would never use. My goal is to show and tell how amazing our hosiery can make you feel and look because now you can wear skin tone matching hosiery that makes your legs #flawless.

We want to bring back a sense of femininity and sensuality through nude shade hosiery, allowing people to comfortably and confidently wear mini skirts and dresses. And demonstrate how to care for and store your hose and prepare your skin and the hosiery before putting them on so you can prolong the life. My long-term goal is to expand the Jayne Nicole line by offering different collections that include fishnets, stay-ups, patterns, and a children's line, all in the same nude shade theme. I will have a seasonal Premium Collection that will be special with embellishments or something unique.

It's our goal to be carried in the major department stores and have the Jayne Nicole brand become a household name around the world.



Stay focused and determined, do not give up, block out the doubt from others, do not procrastinate; just do it!

Resilient, determined and kind.



Find Jayne Nicole Hosiery at www.jaynenicole.com
follow IG: @jaynenicolehoisery

HER CHOICE

TRÉSOLZ'

JUDITH STEWART



This is a story of one woman's struggle to embrace her height, foot size, and need for fashionable footwear.

Born and raised in Scarborough, I used my "pain to purpose" story to start Trésolz, offering stylish, comfortable and affordable footwear for women with extended shoe sizes. As the youngest daughter of Jamaican immigrants (the "wash-belly") and a PK (pastor's kid), I was taught at a young age the importance of following my dreams. Both of my parents worked hard and long hours in their secular jobs in addition to being full-time pastors. Raising three girls in the 70s and 80s was no easy task.



Even as a child, I was tall and hated my height. I was 5’9” from the age of 11 with size 10 feet. As a high-level track athlete, my fashion sense took a more sporty turn, and my footwear of choice was flats. But finding cute sandals in size 10 wasn’t easy. By the time I was in my upper teen years, almost all my toes had corns, and I got used to foot pain as I would try to stretch my sizes-too-small footwear to my actual size. Most of the time, the largest size I could find was a 9. I would tell myself, “This is just the way it is.”

As I got older, I embraced my height - it was a gift from God. I learned to stand tall and be ok with the fact that I might be taller than the boys. Finally, I took my new love of height one step further and got into wearing heels. Heels are sexy. They make every outfit look better. And I loved my sensual side. Especially being married to the “sexiest man on the planet” with the added bonus of having a stunning sense of style - I wanted to dress up and go out with him looking great. Rightfully so! Who doesn’t want to look fabulous? Even if my heels made me taller than my better half, I now felt the confidence to rock them.

So, why open an online shoe store in Canada? I lived in the U.S.A. for four years on a track scholarship at the University of Nevada, Las Vegas. When I moved back to Canada, I couldn’t find the same styles, sizes, and prices that I could south of the border. I resigned myself to the clearance racks with random shoe sizes, scouring the aisles for even a size ten, if they were even true-to-size, usually they ended up being too small. I settled for local, mediocre-looking shoes or ordering shoes from overseas that came with excessive duties and taxes. Every so often, I would cross the border into Buffalo to avoid those fees. All in all, I settled.

For over 20 years, I had a dream tucked away in my back pocket. I got married, became a mom to my now three teenage boys, we became a team. I am a personal trainer, life coach, and continue to work on my body like an athlete through bodybuilding, marathon running, cross fit, and powerlifting. However, even with all of my life changes, I maintained that dream.

My dream was to provide a solution for women with extended shoe sizes in Canada. I knew I wasn’t the only one who felt this way, so Trésolz was born. My mission was clear—stylish, comfortable, affordable shoes for women who wear sizes 9.5 to 15.

This was no easy feat, and I was about to face some pretty significant hurdles. I had no business knowledge, no design background, and no e-commerce or technological skills. I was on my own with a dream and all these obstacles. But I told myself to try - what's the worst that can happen? I decided it was better to try and fail than play it safe and live with regret.
Mistake after mistake was made, and lessons were learned. I made impulsive decisions and was scammed and taken advantage of; I was naive and wasn't aware of all the challenges of building a shoe brand or the associated costs. This caused me to learn some hard lessons and fast.

But God. As a believer, I was praying for a miracle. I prayed for God to put people in my path to help fill my gaps and get me through. It was an impossible task, but God showed up. It was a miracle.

I needed help setting up my e-commerce site, graphic design, photography, social media, technology, business acumen, marketing, shoe design, logo, branding, videography, creative direction, photoshoots and media. God placed the right people in my path at the right time to help bridge those gaps. Remarkably, they were already all present in my life! I was alone, but I wasn't!

Thanks to the hard work of my team of friends and family, I was able to launch Tresolz in January 2021 during a global pandemic, and the response has been overwhelmingly positive. But how could a shoe brand selling heels and party shoes become so successful while the general population is self-isolating at home barefoot or in slippers?

I found a need and filled it. I picked the right niche. I thought, why not now and why not me and why not try? My impulsivity, although costly at times, paid off. I introduced a brand that accommodates women from all walks of life with the ability to even choose the type of heel you want at an affordable price with free shipping on orders over $100 to both Canada and the U.S.A. My shoes are true-to-size - no more guessing if the shoe is going to show up too small. I have created a Trsolz family, where I post my ideas, receive valuable feedback, and give the customers what they are asking for. I've also reintroduced half sizes because not everyone's foot is a true 10 or 11.

I want those with extended shoe sizes to feel freedom and to normalize shoes up to size 15. I am grateful for all those who have reached out to share their appreciation and excitement for the brand. Even though my prices cannot compete with larger big box stores, I work hard to source manufacturers who will not inflate the costs associated with producing large shoe sizes; currently, the norm is more than triple the price for anything over a size 9! I hope that over time, my orders will increase in size, which will allow me to drop my prices, making my shoes more accessible to the masses.

Every decision I make reflects my core mission: stylish, comfortable, affordable shoes for all. No compromise.



Find Trésolz at www.tresolz.com
follow IG: @tresolz

IN THE SPIRIT



Samantha Bederman, CIYT, CYA, RYT

PRO-AGEING REVELUTION

Peeking out from under the dark side of our modern-day pandemic, the ‘Age of Aquarius’ is emergent. Spirited people and alike have patiently waited for the dawning. At first, I thought this “Age of Aquarius” was just a song I once sang. But now I know this astrological Age coined by astrologers as “the revelation of truth and the expansion of consciousness” is here to stay for at least the next 2,000 years. The earth has only ever seen six different Ages; most human beings won’t have the chance to experience the sun moving in front of a new zodiacal constellation in their lifetime.

WELCOME TO THE ‘AGE OF AQUARIUS.’

While astrologers are busy unpacking this concept of “truth and the expansion of consciousness,” the yoga community is saturated in creating receptivity, deeper connections within oneself, and elevating our frequencies to reach a more significant extension of consciousness. As the stars and planets continue their dance and vibrationally shift our thinking in this new age, I am busy using my yoga to revolutionize a new version of myself. A short year ago, my motives for self-care management meant something very different than they do today. Combined with the onset of my 49th birthday, I notice I am drawn towards my own “pro-age revelation.” Considering, is it time to take off the armour and allow the silver-locks to crown my head like the Queenship I have earned?

Coaching Corner

BY JANINE BOWEN

AGING HAPPILY AND GRACEFULLY

Living in a society where youth is celebrated and even glorified, the realization that one has to grow old is depressing. People see ageing as decay and as a road to more limitations. On the other hand, ageing does not necessarily mean that you have to set boundaries upon yourself. As long as you still have good health, who says you can no longer do the things you used to enjoy before?

Read on and find out how ageing is wonderful and how you can enjoy ageing gracefully.

Wisdom. It has been said that with age comes wisdom. Meaning, the more you grow older, the more you gain knowledge in so many aspects of living. Now, who wouldn't want that? With the number of years you have spent on earth, it is already expected that you have had a taste of nearly everything there is. More lessons learned means more lessons to teach and share.

Live Each Day. Now is not the moment to waste your time worrying: you've had enough of that during your younger years. Enjoy the present and leave yesterday behind. Prepare for tomorrow but don't bother yourself with it. Live in the present. There's no point in wishing you could turn back time because it will never happen. Like what Morrie said in the book Tuesdays with Morrie,

- **"Unfulfilled lives.** Lives that haven't found meaning. Because if you've found meaning in your life, you don't want to go back. You want to go forward. You want to see more, do more." If you keep on wishing to go backward, you'll never get anywhere; instead, you will just grow old and wither without accomplishing anything.
- **Enjoy Yourself and Your Family**. Gone are the days when you have to work double-time each day to sustain your family's needs. Ageing just means more time to spend with your partner, your children and most importantly, your grandchildren.
- **Accept that Ageing is Inevitable**. Ageing is inevitable, and no matter what you do and how many surgeons you visit, you still won't be able to hide the fact that you are indeed getting old. However, what you can control is how you view the additional wrinkles on your face. Don't battle with getting old because if you do, you'll never be happy; you can't prevent something that is a course of life.
- **Keep a Positive Outlook.** Lighten up; ageing is not at all that bad. It's so funny why people get excited when their birthday comes but get depressed upon realizing that they're getting older again. Come on, just think that you're just a year older and a year wiser. Having negative feelings towards adding up a year on your age is bad for your health. Researchers from Yale University in New Haven, Connecticut**,** found out that older persons with a more positive outlook of ageing lived longer than those with an opposing viewpoint. So cheer up and enjoy life; you wouldn't want to add to those wrinkles, would you? And definitely, you still want to live longer and watch your grandchildren grow.

send your questions/requests to hercollected@gmail.com



A MESSAGE FROM THE BEAUTY BABES

By MAUREEN GREENSTEIN & SHERRY HOLENSKI

Hello Beauty Lovers, ♡

We are approaching the end of mandatory mask wear. So while we may still need masks to go grocery shopping, but won't if you are going to a friend's for a summer BBQ.

Key for long-wearing makeup this summer is moisturizer and primer. Primer is essential to keep your makeup on. If you take your mask off... your makeup is left on your face and not your mask. A primer that we love for clean ingredients — **COVER FX Watercloud Primer Cover/Fx** (Available at Cover/FX.ca) which has a cooling effect, great for summer and keeps your makeup on longer

Now is a perfect time to add a few drops of self-tanner to your moisturizer. One that we love is **Drunk Elephant Anti-Pollution D-Bronzing Drops** (Available at Sephora). Weird name but, it a fantastic product. You will get an amazing glow from this product — doesn't clog pores and looks fantastic on your skin. Kissed by the sun!

Once you have that on you can use a MAU makeup tip and do a light setting spray; spritz a fine mist all over so that your base stays intact in the hot weather. Fave setting spray is **COVER FX High-Performance Setting Spray 24 hour Wear.** (Available at Sephora or Cover/FX.ca)

NEW PRODUCT ALERT! Westman Atelier bronzing highlighter combo . Super Loaded Tinted Highlight in 3 colours, available at Holt Renfrew and Sephora. This gives a supernatural glow to the skin, just add a pop of colour with cream blush and PERFECTION!. You want to brush this across your cheekbone toward the top of your ear. It melts into your skin and leaves a high-lit glow. Then you add your cheek blush; use your fingertips to apply - it warms the product and keeps the application looking fresh & natural. We really love . . . **NARS Air Matte Blush in Freedom** (available at Shoppers Drug Mart). **Westman Atelier Baby Cheeks** — the colours we adore are **Chouchette or DouDou** — to give you that just off the beach flush (Available online at Westman Atelier). We also love **MAC Glow Play Blush in Blush Please & Heat Index** (available at MAC and Sephora.ca) and let's not forget **Merit Flush Balm Cream Blush in Mood** (available at Sephora).

On a final note, we can't stress the importance of sunscreen enough. TWO NEW AMAZING CLEAN sunscreens we recommend for the summer —— **ISDIN PHOTO** - 100% mineral, safe in the ocean and designed for Photoaging Defense. (Available at Amazon). **BeautyCounter COUNTERSUN** Daily Sheer Defense for Face (Available from Maureen). These two have been tested with spectacular results for clean beauty and the ocean.

HER 5 FAVOURITE CREAM BRONZERS FOR DARKER SKIN TONES!
NOTHING MAKES SKIN GLOW LIKE BRONZER

1. FENTY BEAUTY by Rihanna
Cheeks Out Freestyle Cream Bronzer
2. DANESSA MYRICKS BEAUTY
Cream Bronzer
3. TARTE (clean)
SEA Breezy Cream Bronzer
4.SAIE
Sun Melt Natural Cream Bronzer
5.HUDA BEAUTY
Tantour Contour & Bronzer Cream



For more from the Babes follow Maureen@mausmakeup /Sherry @Sherbeautylife
Beauty Counter www.beautycounter.com/en.ca/maureengreenstein



Keys to Healthy Ageing!

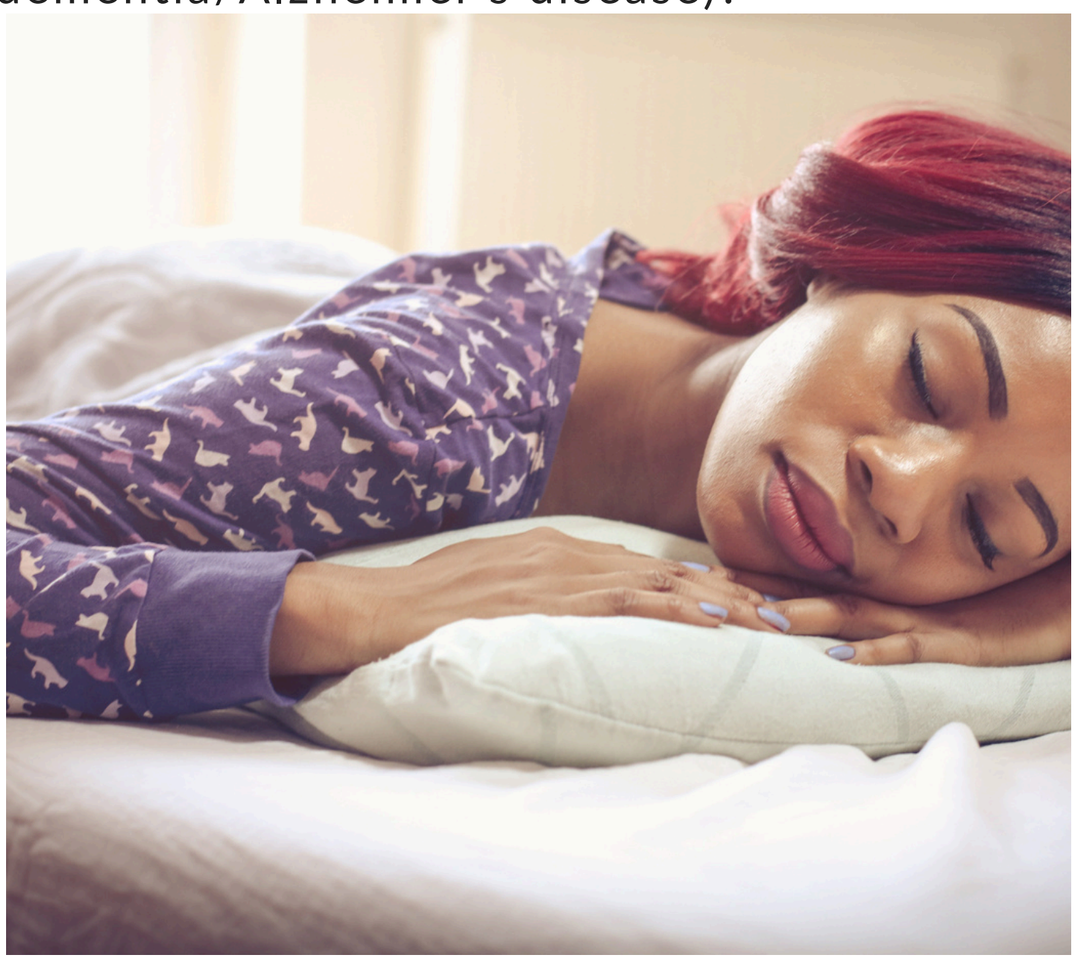
BY KELLY MC CABE

In life, there is one aspect that is undeniably, entirely out of our control. Ageing no matter how hard we try to stop the effects of ageing, getting older is inevitable. Our age shows in many ways; our mobility, our skin, our bodies, our minds - you get the picture. And it's so easy these days to buy a $200 magic cream or treatment that promises to make you look ten years younger when in reality, your signs of ageing are mainly an internal process. Don't get me wrong - I'm a skincare fanatic. But what's the point in investing so much into outer physical remedies when our inner physical state might be suffering?

Everything works in unison. Everything we are doing or not doing for our health right now has consequences much more significant than most of us even realize. We must approach our health holistically - from the inside out - to prolong a healthy and happy life.

These are not the only tools in my tool kit by any means. But here are three simple practices that you can introduce into your daily routine to prevent disease and boost immunity for a longer, happier life (it might make you look younger too).

Get enough sleep: *YAWN!* I know you've heard this a million times before, but this is your sign to acknowledge it and practice it. Quick facts from yours truly; sleep is our body's time to regenerate itself. With adequate sleep, our bodies have enough time for muscle recovery. We have increased cell turnover on our faces (bye-bye wrinkles). And most importantly, adequate sleep is when our brain's plasticity process is most active. During our sleep, all of our information from the day before solidifies for long-term memory (now do you see the link between inadequate sleep and dementia/Alzheimer's disease)?



Lifestyle *Wellness*

Increase healthy fats: Yes, fats are good for you! But the right kinds of fats... No, I'm not discouraging you from living a balanced lifestyle - french fries and pizza are life's pleasures. But it's important to have the right types of fats more often than the wrong types. The wrong kinds of fats (LDL cholesterol and Omega 6's) are found in our fried, refined foods that clog our arteries and are commonly linked to heart disease, obesity, type 2 diabetes, inflammation, and depression. HDL cholesterol and our Omega 3's are found in wild fatty fish, avocados, flax/chia seeds, and nuts that aid our brain function, keep our skin supple, our hair shiny, and even help with anxiety and depression #happygirlsummer.



Switch to more natural beauty/household products: Avoiding the dirty dozen - toxic no-nos have tremendous long-term health effects. Some of these ingredients include Phthalates, Parabens, Synthetic colours, Tridosan, Sodium Laurel/Laureth Sulfates, and more. By not eliminating these ingredients, there is an increased risk of certain cancers, long-term brain and liver damage, depleted hormone function, and a decline in proper mental health. Luckily, there is a breadth of information available to us, so I encourage you to educate yourself on sneaky, harmful ingredients creeping their way into your daily routine. Many companies produce products without these ingredients and even DIY cleaning products to get the job done without harm. Looking for these nasty's may seem tedious, and trust me, I know how hard it can be to let go of a product you love, but ask yourself, what is my health worth? Living a longer, healthier, and more joyous life is always worth the time and money.

REMINDER: true beauty always comes from the inside out. ♡

Your health and motivation bestie,
Kelly



Kelly is a qualifying Nutritional Practitioner at the Institute of Holistic Nutrition, to check out her health and wellness platform visit @kellymccabehealth



All-natural deodorants have been my obsession for a long time. Finding the perfect one that offers the much-needed combo of keeping you dry and odour-free is liking searching for the Holy Grail. With the abundance of natural offerings now there seems like too much to choose from. When in doubt there's nothing like a little DIY so you can customize.

ingredients

- 2 1/2 tbsp unrefined coconut oil.
- 2 1/2 tbsp unrefined shea butter.
- 1/4 cup arrowroot starch/flour.
- 1 1/2 tbsp baking soda.
- 10-20 drops of essential oils of your choice (recommend a blend of lavender, citrus & tea tree.

directions

- Weigh the coconut oil and shea butter into a glass measuring cup.
- Place in a small saucepan with a couple of inches of water and simmer until the oils are completely melted.
- Remove from heat and stir in baking soda, cornstarch and arrowroot powder. Then stir in essential oils.
- Pour into 2 empty deodorant containers glass jar
- Allow hardening

Style & Fashion

by Aliya Singh



The dreaded Greys. Those who naturally go grey prematurely are judged. Why? Because ‘Old people’ go grey and ‘natural colour’ is youthful. Hair colour is linked to age. Society has done that. Gender bias- The ‘silver fox’ is embraced for men years, yet women are simply considered old and unkept hags. Men are ‘sexy,’ and we’re ‘expired.’ The damage we do to our hair with dyes is surmountable to the damage we do to our self-esteem. Rushing to the salon every six weeks to fix the grow out or a desperate box colour grab at the local drugstore.

Just to clarify, there are wonderful products out there doing wonders for grey coverage and using great ingredients to get the job done. I merely question the motivation behind the need for these visits & purchases. Are these women enjoying this ritualized process, or are they pressured to exhaustedly colour to fit societal norms? I think it varies but more so the latter.

Younger women are, reflect the current trends of their peers. Many mature women feel pressure to hold on to what they recognize as a youthful appearance in fear of being considered past their peak.

I’ve recently been inspired by many women who have graciously embraced their natural grey hair. The best reflection of their truest self



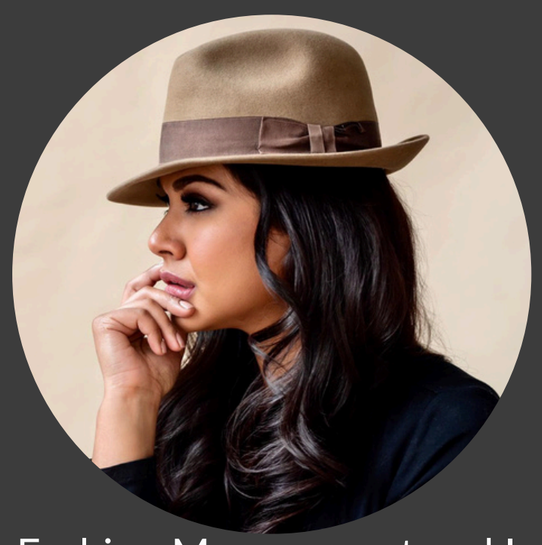




Style & Fashion

Having worked in hair/beauty/image for 20+ years, I have recently seen a massive shift in women bracing their age naturally. Maybe it's a post-pandemic mindset of 'life is short, and this is me!' Or has it been the inaccessibility of salons that forced some to embrace it and are now loving it!? Women are not only accepting their natural greys, but they are getting edgy hairstyles that match their personality and highlight their features and skin tones. It is beautiful to see! Hair is an incredible way of expressing yourself. Your style & your personality can come through your hairstyle, but by no means is it a true reflection of who you are inside. Only you decide that. Your chosen look does not define you, but your ownership defines you over it- so rock your natural locks with pride and inspire others to do the same...what's the worst that could happen?! What does one have to lose? Worst case scenario, that box colour will be filling up shelves for decades to come.

All women have stories of their grey journey, and each one is different and unique. So many are vocalizing theirs and sharing their new do's with pride, and I admire that. Their bra-burning moment is replaced with that box colour, and I am here for all of it. Timeless Beauty crosses over so many biases and can help you explore and embrace so many different looks; however, one thing that never goes out of style is your natural beauty, and all that it represents. Be True, Be You.



Aliya is a Certified in Fashion Management and Image Consulting
Reach her www.trueyou.ca Follow IG: @trueyou

IT'S MONEY HONEY

seasonal tips on how to manage $$$

Wait, Money Management has nothing to do with Numbers?

By Loveleen Rai

Watch the news or listen to expert economists talk about money and it would suggest numbers are the ONLY drive when it comes to personal finance. What about our behaviour?

Many Financial Planners generally don't discuss financial behaviour, such as controlling spending and sticking to a budget. But nearly all financial educators and bloggers focus on the behavioural side of money rather than the numbers.

I started to research the concept that behaviour is the main aspect when it comes to money management rather than just the hardcore numbers.

Anthony O'Neal is a #1 national bestselling author, speaker, financial expert and host of the popular YouTube series and podcast **The Table with Anthony O'Neal.** He is also part of the Dave Ramsey Team. If you are not familiar with him, Dave Ramsey is a personal finance personality, radio show host, author, and businessman.

After watching a few of O'Neal's YouTube episodes and researching Dave Ramsey, I came across a Money Principle mentioned repeatedly.

It's called the Pareto Principle. It's 80% behaviour and 20% numbers.

Vilfredo de Pareto was an Italian sociologist and economist who, during his studies, realized that, in general, 80% of a nation's income was in the hands of only 20% of the population. Extrapolating this concept, Pareto defined a rule that became known as the Pareto 80 20 rule, which could be summarized as follows:

80% of results are produced by 20% of causes.

So, here are some Pareto 80 20 rule examples:

- 20% of criminals commit 80% of crimes
- 20% of drivers cause 80% of all traffic accidents
- 80% of the pollution originates from 20% of all factories
- 20% of a companies products represent 80% of sales
- 20% of employees are responsible for 80% of the results
- 20% of students have grades 80% or higher

And so on….

Peter Dunn A.K.A Pete, the Planner who once said, "If you believe the reports, this country has a financial literacy problem. I don't believe the reports. We have a financial behaviour problem."

IT'S MONEY HONEY



Behaviour is tricky.
I'm carrying more weight than I should. I know how to fix it. It's not by taking bites of my kids' ice cream sandwiches as I unwrap them and telling them it's the "mommy tax." Nope. In this case, I need to make consistently better food choices. And, occasionally, I do just that. Before you know it, though, I'm racing the kids to the fridge to see if their grandma sent them home with any sweet treats while they were visiting. One good decision every few days isn't the type of behaviour that will give me the most benefit. What each of us needs to find is a way to make our good behaviours sticky. In other words, find a reason to stick with the positive behaviour when you don't want to. Personally, I've found it easier to make my behaviour more consistent when I'm doing something for someone else.

Last year my family did the "Whole 30" food philosophy to support a friend who had to make that style of eating her new normal. She was looking for people to help her while she made those changes in her life. We did it. While there were struggles, I knew I didn't want to let her down, so my positive behaviour persisted. What will make your behaviour sticky? You probably already know, and that's great. Do it. Don't wait.

If you don't know what you need to focus on to boost your behaviour, you may need to experiment. Consider being accountable to someone else and encouraging someone to ask how you're doing with that goal. Maybe you will have better success if you hang a list of your dreams on the door to the garage, so you see them each time you leave the house? Maybe you could change the password to your bank account or Amazon account to your primary goal so you think twice before you make that unnecessary purchase? Perhaps you make the lock screen on your cell phone a list of your goals/dreams or a picture of it (if possible)? I don't know what the best answer for you will be, BUT I do know there is a best answer for you. And what happens if your behaviour crumbles and that goal gets postponed? Do your very best! Sometimes we fail. What's done is done. Don't allow yourself to dwell. Accept it and move on. Before you know it, you'll be back on your feet. That's the beauty of goals and behaviour. You'll never be perfect at achieving what you set out to do. That's okay. It will be a valuable learning journey that will give you helpful feedback for yourself and anyone who participates.

Once you have established your financial goals, make sure you manage your behaviour to achieve them. If you haven't created any, schedule time to identify them and what it will take to complete them. If you need help or support. there are unique Facebook groups that you can join to help with Money Management, or you can reach out to your coaches at HER Collected.



Tips to Surviving Long Road Trips with Your Pre-Schooler

IT'S SUMMER AND THAT MEANS ROAD TRIPS WITH THE FAMILY

Long road trips can be a challenge for any family, what more one with a preschooler in tow. Children between the ages of three and five have short attention spans. Compound that with a confined space for an extended period of time, and you have a potential crisis on your hands. If you're going on a lengthy car ride with your preschooler, it's best to plan some activities to keep your youngster as comfortably occupied as possible. Here are some suggestions. Please note that most of these activities are best conducted by the non-driving adult as much as possible, to stay safe.

H E ART & HOME

- **Play the 'I Spy Alphabet' game.** This activity develops your child's observation skills, improves his letter-sound recognition and entertains him all at once. Have your child look out the window. Describe something that begins with the letter A that you see and let your child guess what it is. Example: "I spy something that begins with the letter B, it's big and yellow, many people can fit inside it and it takes them to where they want to go. What is it?" (Answer: Bus). Adjust the difficulty of your clues according to your child's age and reasoning level. Go through the entire alphabet, and take turns with your child on being the spy and the guesser. Your child will enjoy spotting things and crafting alphabet clues on his own too.

- **Tell the Never Ending Story.** This is a nice game to play on the road, especially if there is more than one child in the car. Ask your children to choose a story theme (princesses, school, outer space, etc), and begin a storyline for the chosen theme. Layout a basic plot with a character and maybe just one or two events, and then leave it hanging. Have the next child continue the story in her own words, taking over from where you left off. Let her develop the character and add maybe two more events before passing the story on to another member of the family. Keep going at this, taking turns among everyone in the car and have fun with the wacky twists and turns in your never-ending tale!

- **Pop in some of your child's music.** Download your preschooler's favourite songs. This is the time to benefit most from that expansive Disney soundtrack collection or enjoy a compilation of Nursery Songs. Playing your preschooler's tunes in the car is an excellent way to get some time for yourself too. Whether you'd like to take a short nap or just need some uninterrupted minutes, having your child safely buckled up and enjoying their music is a great quiet way to satisfy both of your needs.

- **Set aside quiet time for napping.** Though mentioned last, this tip is something you should put with your child in advance. As you plan your trip, approximate a stretch of travel time when your child can take a nap. Let your child know that it will be time for his nap by a particular hour or after you pass a specified place. As much as road trip activities are helpful in keeping your preschooler occupied, he needs his rest just as much as he needs it when he's home. An over-stimulated child can turn into a very cranky one if he doesn't get enough rest.

- Share Family Talk. Kids in a moving car are a naturally 'captive audience'. Use this opportunity as bonding time to share the important and interesting stories of your family - Tell your child about the day they were born, your wedding day, or how their parents met. Keep your tone interesting, as if you were reading to him from one of his books. Encourage him to ask

questions. If older siblings are present, encourage their participation by asking them what they remember from that particular day. Oh, and make sure to share the important stories of those siblings too. It's been our experience that children of the preschool and early grade school age love hearing about the day they were born over and over again. They also enjoy their parents' wedding day stories very much.

An extended car ride with your preschooler is an excellent opportunity for witty word games, imaginative story-telling and plain old family bonding. Beyond just making the trip bearable for them, you can turn the journey into an enjoyable and even educational experience for everyone.

The 6ix Mix

WHAT'S HAPPENING IN TORONTO - LOTS!

Despite the city's restrictions, there is still lots going on either in the safety of your vehicle, home or quiet neighbourhood you choose. **The Met Farmers' Market** June 13 - October 31 Sunday, 10:00 am - 2:00 pm **Metropolitan United Church -56 Queen St E Beach Guild of Fine Art 2021** Jul 1, 2021 - Aug 31, 2021 **Virtual MIOTAS/MYTH** Jun 14 - Jul 9 **Virtual PrideYanka** Jul 5 8:30 a.m. – 10:30 p.m. **stackt market, 28 Bathurst St Summer Pop!** Jul. 5 – 29 **Art Gallery of Ontario, 317 Dundas St W Virtual Event**

33rd Annual Beaches Jazz Festival Jul. 2 – 24 **Guildwood Toronto Outdoor Art Fair** Jul. 2 – 12 **stackt market, 28 Bathurst St Drive 'N Queens Summer Series** Jul. 10, 8 p.m. **CityView Drive-In, 20 Polson St Toronto, ON Women in Song: Summer Thunder** Jul 11 ,8:30 – 10:30 p.m. **Guild Park & Gardens, 201 Guildwood Pkwy**

Tue., Aug. 17 – Wed., Aug. 18

The 6ix Mix

Ontario Place Drive-In. Lavazza Drive-In International Film Festival
Jun. 27 - Jul. 18
955 Lake Shore Blvd West Toronto,
Grey Goose Mini Golf
Jul. 9 – 18
Harbourfront Centre, 235 Queens Quay W Spring/Summer Ultimate Gin & Tonic Cocktail Fever-Tree
Jul 24 6:00 – 7:00 p.m.
Online Event MIXTO Block Party
Jul 11 2:00 – 11:00 p.m.
Lynx Music, 260 Emerson Ave Sunday Serenades 2021
Jul. 4 – 25
Mel Lastman Square Rink, 5100 Yonge St Summer Symposium 2021 - The Giving Institute
Jul. 8 –Jul. 10
The St. Regis Toronto, 325 Bay St. Toronto's Festival of Beer ~ Toronto Festivals
Jul. 22 –Jul. 25
Toronto's Festival of Beer, 196 Princes' Blvd ESTATEDANZA
Jul. 12 – Aug. 8
CNE Bandshell, 100 Prince Edward Island Crescent The Rose Picnic
Jul. 23
Hotel X Toronto by Library Hotel Collection, Princes' Boulevard
Enter on the corner of Lakeshore Blvd W &, 111 Newfoundland Rdfirst day of summer

Wing Fest 2021
Jul. 24 –25
Rennie Park, 1 Rennie Terrace

Beaches Jazz Run 2021
Jul 25 11:00 a.m.
2075 Queen St E

Aug. 14
Faculty of Arts and Science, 100 St George St

.

Toronto Chinatown Festival
Aug. 21 – Aug. 22
CHINATOWN, 291 A Spadina Ave.

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THE READING ROOM

by Loveleen Rai



Written by: Ashly Audrain
"The Push"

I usually do not read the Prologue of any novel. But, I did for 'The Push,' and I thought to myself; One. WOW! I can't wait to get into this; Two. What the hell is going on? The Prologue begins with a woman watching the front window of a house where the family inside is enjoying the Christmas season. The tone is ominous, and the idea of being watched brings a sense of fear to the reader. Then the woman watching the family picks up a stack of papers from the passenger seat and states, "I've come here to give this to you'. "This is my side of the story."

The narrator is a woman named Blythe. She is an aspiring writer and the male character is Fox, an architect; this is the story of the early days of their romance and young love. However, everything changes when they decide to start a family. Blythe has never wanted children, having suffered through a childhood of neglect and alienation from her mother. Fox, however, is so eager to be a father that he eventually wins Blythe over, against her better judgment.

When their daughter Violet is born, it seems Blythe's feelings of not wanting children are justified. Mother and daughter fail to bond. It is only when their son Sam is born that Blythe finds joy in her motherhood.

As time passes, something begins to seem off about Violet; a coldness, a calculating silence, which Blythe is the only one who notices. Is there something wrong with Violet, or is it all in Blythe's imagination?

The whole time you're reading the novel, you start looking at the narrative the characters are speaking from. You begin to question your perception of what is happening. Is the daughter a cold, evil, sick child, or is it about a woman driven to the breaking point by her past traumas?

"The Push" can be read within a few days, if not an entire day. This is one of the best suspense thrillers that I have read in the last two years. By the end, you feel wrung out in the way only the best of books can leave you feeling.

GOOD EATS

ITACATE - CUCINA MEXICO

BY LOVELEEN SINGH

Mexican restaurant
998 St. Clair Ave West.
647701-0420

Itacate is a small, family-run taqueria that looks like it came straight out of Mexico City. Found inside a butcher shop on St. Clair West, what it lacks in size it makes up for in authentic Mexican street eats.
In a city filled with delicious tacos, Itacate should top everyone's list of best spots. Simplicity with a focus on fresh ingredients, there is no going wrong here. The tortillas are fresh, soft and heated. You get an array of different salsas, ranging in heat levels and flavour profiles; the meat is fresh and flavourful, and the prices are incredibly reasonable, meaning you'll have to get a couple of these.
This is a small, family taqueria that focuses on quality. I would have tried every taco on the menu in a perfect universe, but I could only eat so much. As such, I opted for the steak and cheese (this stood out to me as different and unique) and fish taco (because fish taco) and both were superb.
Here are my choices for upcoming visits:

- **tacos de Placero (fresh cheese, chicharrones, and guacamole)**
- **tacos de Lengua (beef tongue)**
- **tacos al pastor (marinated pork freshly sliced from the spit grill)**
- **tacos de Suadero (beef brisket)**
- **tacos de Choriqueso (chopped sausage with cheese)**

I did take-out, so I wasn't able to experience the quaint family-run bodega feel. I imagine what Itacata would bring to the dining experience. It is a tiny place with a very informal dining atmosphere. None of that matters as the food speaks for itself because it is made with mucho flavour and mucho love.
Itacate is a must-try for anyone who loves authentic Mexican tacos and wants to support a local family-run business.

At HER COLLECTED, we are fans of good food, great atmospheres and exceptional service. To put it short, we have discerning taste.

For this reason we have decided it is our duty to make sure you don't get bamboozled. We are going to hit up these spots and eat for ourselves, letting you know what's really up! We rate every restaurant out of 5 HER Approvals!

HER | 30



Coaching Corner

BY JANINE BOWEN

AGEING HAPPILY AND GRACEFULLY

Living in a society where youth is celebrated and even glorified, the realization that one has to grow old is depressing. People see ageing as decay and as a road to more limitations. On the other hand, ageing does not necessarily mean that you have to set boundaries upon yourself. As long as you still have good health, who says you can no longer do the things you used to enjoy before?

Read on and find out how ageing is wonderful and how you can enjoy ageing gracefully.

Wisdom. It has been said that with age comes wisdom. Meaning, the more you grow older, the more you gain knowledge in so many aspects of living. Now, who wouldn't want that? With the number of years you have spent on earth, it is already expected that you have had a taste of nearly everything there is. More lessons learned means more lessons to teach and share.

Live Each Day. Now is not the moment to waste your time worrying: you've had enough of that during your younger years. Enjoy the present and leave yesterday behind. Prepare for tomorrow but don't bother yourself with it. Live in the present. There's no point in wishing you could turn back time because it will never happen. Like what Morrie said in the book Tuesdays with Morrie,

- **"Unfulfilled lives.** Lives that haven't found meaning. Because if you've found meaning in your life, you don't want to go back. You want to go forward. You want to see more, do more." If you keep on wishing to go backward, you'll never get anywhere; instead, you will just grow old and wither without accomplishing anything.
- **Enjoy Yourself and Your Family**. Gone are the days when you have to work double-time each day to sustain your family's needs. Ageing just means more time to spend with your partner, your children and most importantly, your grandchildren.
- **Accept that Ageing is Inevitable**. Ageing is inevitable, and no matter what you do and how many surgeons you visit, you still won't be able to hide the fact that you are indeed getting old. However, what you can control is how you view the additional wrinkles on your face. Don't battle with getting old because if you do, you'll never be happy; you can't prevent something that is a course of life.
- **Keep a Positive Outlook.** Lighten up; ageing is not at all that bad. It's so funny why people get excited when their birthday comes but get depressed upon realizing that they're getting older again. Come on, just think that you're just a year older and a year wiser. Having negative feelings towards adding up a year on your age is bad for your health. Researchers from Yale University in New Haven, Connecticut**,** found out that older persons with a more positive outlook of ageing lived longer than those with an opposing viewpoint. So cheer up and enjoy life; you wouldn't want to add to those wrinkles, would you? And definitely, you still want to live longer and watch your grandchildren grow.

send your questions/requests to hercollected@gmail.com


sainty

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HER COLLECTION

COLLECT .CONNECT .CREATE.

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