



McCaughey Consumer Products



Media Coverage

2018

Mouth Kote 59ml

May 16, 2018

foreveryoungnews.com

Website: 75,000

Magazine: 105,000 / 51,000

Forever Young
CANADA'S FIFTY PLUS NEWSMAGAZINE

Hamilton (P) - MAY 2018 - 14

The Goods

By Christine Davis

Duplo Double Flange in Rose Gold
This collection is made with buttery soft 100 thread count cotton, featuring a double embroidered flange detail in the hottest colour of the year, Rose gold. It's a subtle twist on the classic white duvet cover. Available at Au Lit Fine Linens store in Toronto and au.litfineinens.com. Queen Duvet Cover Soap

Attitude Dermo-Cosmetic Sun Care
This new collection of 100 per cent mineral sunscreens offer an SPF 30 broad-spectrum protection and contain only natural, worry-free ingredients that are ideal for sensitive skin. The line also includes a fast-absorbing After-Sun Melt-in Gel to soothe skin after a day in the sun. Available at Shoppers Drug Mart and select Loblaws stores. Sunscreen from \$24.99 After Sun Gel from \$14.99



OneCoffee
If you love single-serve coffee pods, try the line that's 100 per cent compostable. Made in Canada, OneCoffee is organic, fair trade coffee that is Keurig 2.0 compatible and works in K-Cup compatible single-serve coffee makers. It's a win-win. Available at Loblaws, Metro, Sobey's and Whole Foods Market. \$9.99



Voyager Jacket
Be prepared for whatever weather May brings with the Canada Goose parka. It features roomy cargo pockets and protective binned hood, as well as a comfortable rib-knit collar and suede-textured chin guard for warm and wind protection. Available at canadagoose.com. \$295



ONC Coloring products
This natural hair colour offers a healthier way to cover your grey. Featuring a low pH, it helps reduce hair loss, hair thinning and breakage while offering a pleasant banana smell instead of harsh chemicals. Choose from 29 shades. Available at oncnaturalcolours.com. \$24.95 US



HOLD ME
HAIRSPRAY
THREE WAYS
DESIGN ME

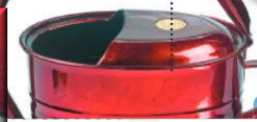
By Design Me packs 3-in-1 holding power. Choose from three adjustable hold settings to get the perfect spray every time. It offers heat and UV defense, protection from colour lightening and heat damage while giving hair long-lasting shine and manageability. Available at select salons and designmehair.com. \$22

MOUTH KOTE



Mouth Kote
This dry mouth spray with natural yerba Santa and xylitol helps alleviate the discomfort associated with Xerostomia (dry mouth). Sugar and alcohol free, the spray restores moisture and lubricates naturally with a lemon lime flavor. Available at Shoppers Drug Mart and Rexall. From \$13.99

Havis Slim Watering Cans
Make watering your plants easier this year with these stylish watering cans. Available in four fashionable colours, they feature a slim profile that makes them easy to carry and store while the continuous handle is comfortable to hold and pour. Comes with a bonus rose for soft spray that's gentle on plants. Holds five litres. Available at Lee Valley retail stores. \$89



Superstart Probiotic Boost Skin Renewal Biocellulose Mask
Support your skin's natural defenses and improve skin's resilience with these masks which infuse the skin with a concentrated formula of hyaluronic acid and a probiotic blend. The mask fits snugly to facial contours to feel like a second skin. Available at Hudson's Bay and Shoppers Drug Mart. \$16



Dr. Teal's Pure Epsom Salt and Foaming Bath
Whether you've got sore muscles or simply want to relax in the tub, Dr. Teal's has the formula for you. The exfoliating spearmint Pure Epsom Salt and Foaming Bath will soothe sore muscles, reduce swelling and have you feeling relaxed in no time. Epsom salt can also be used in recipes to relieve sunburn, dry lips and bee stings. Available at Shoppers Drug Mart. \$9.99 each



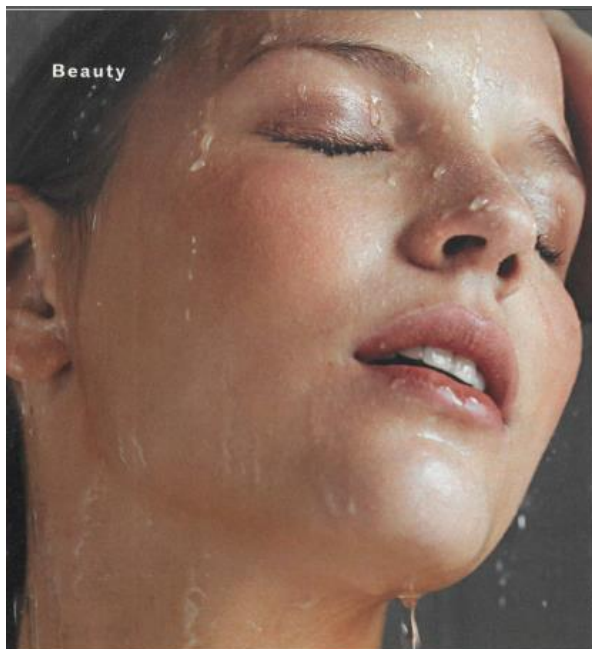
Serioxyl
This intense hair thickening kit from L'Oréal Professionnel immediately helps hair look denser and lifted by improving the look of the hair fibres. Ideal for fine hair, the key ingredient is a L'Oréal patented technology that brings oxygen to the hair follicles. Available at select salons and lorealparisprofessionnel.com. \$29.90 - \$74



It's All Cosmetics lipstick
This new brand simplifies the world of beauty products by helping women choose the right shade for their skin tone. Each colour is available in nine different shades to match your complexion - just take the test on the website to determine your skin tone and choose from the corresponding category. Available at tonicosmetics.com. \$19



yes^{to}®



My first love was a stage-five clinger. All six feet of him. Once things grew steamy, he'd reach for my thighs. Here is where I either relieve or disappoint you and admit that the "he" in question was a vinyl shower curtain. I grew up in an Irish-American household where the laughter was capacious but the space was not. And so the shower became the one place I could hog all to myself, using my Rapunzel hair as an excuse. ("The Kerasilk conditioner directions say to let sit for at least 30 minutes, Ma!")

Magical things seemed to happen when water hit head. It didn't matter that the shower itself was humble (soap-scummed tiles, octopus-suctioned tub liners). This was a retreat. Under a pummeling showerhead and the steam of windows, problems big and small seemed to dissipate, or at least become foggier, less sharp. Thoughts loosened; body insecurities drained (the human form when lathered? Hot damn!).

Some believe a shower can have the power to release dopamine, a neurotransmitter that oozes out when we're relaxed. How else to explain the popular Reddit forum Shower Thoughts, in which people post the musings they've had under a hot stream? (Example: "Technically, every mirror you buy is in used condition." Whoa, now that's deep.)

More important, some surmise, is the sound. Shower water, like rain, equates to white noise—the kind of noise that allows us to drift off into a steady dream state, untethered by inhibitions. Maybe that's why the shower stall has given birth to nearly all of my creative eureka moments. And why it's allowed me to work through big decisions. Mid-shampoo, as a junior in college, I resolved to change my major; and it was while showering that I made the decision to change jobs at not one, not two, but three companies.

As I grew older and got apartments (and mortgages) of my own, the accommodations became more fancy: modern frameless doors, porcelain mosaic tiles, beds of stone pebbles under my feet. But in retrospect, all that seems superfluous. Showering is an activity best pursued blind. Close your eyes, inhale a bouquet of scents, and let it take you where you need to go.

I'm now handing the baton to my 5-year-old daughter, Kat. Until recently, bath time was our time: me sitting by her side, playing make-believe with a gaggle of squishy toys. Only recently has she asked me to drain the bathtub and turn on the "top tub," as she calls it. As the shower water is released, she closes the curtain and whispers, "Okay, Mama...you close the door and go bye now." And so I leave her be.

Pretty Quick

The reality: Sometimes we need to sprint through our self-care. These new speed treatments get the job done in the span of a commercial break.



For a Believable Glow

Leave this mousse on for one minute before rinsing it off in the shower. Jojoba lipids help the tanning molecules attach to the skin's proteins; a special gel acts like a waterproof to keep the formula from washing away. St. Tropez Gradual Tan One Minute Pre-Shower Tanning Mousse, \$20, ulta.com

For Blemish-Free Skin

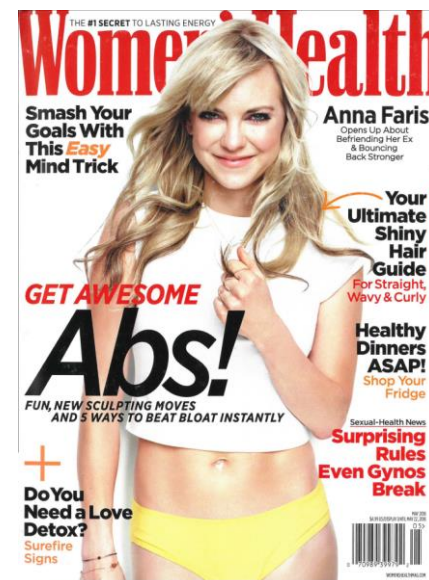
Once you smooth the salicylic acid and charcoal-infused stick evenly over your skin, it takes only five minutes to pull out impurities and zap breakout-causing bacteria (just rinse with warm water). **Yes to Tomatoes Detoxifying Charcoal SnapMask Stick, \$16, at drugstores**



For Healthier Hair

Genius! The shower steam releases the moisture-rich aloe lining inside of this disposable mask into your hair, leaving your strands glossier in five minutes. L'Oréal Paris EverPure Deep Moisture Hair Sheet Mask, \$4.49, at drugstores

TERESA ARCHIVE (WOMAN); RYAN J. PHOTOGRAPHY/DOLORE HUNTER (PRODUCTS)



Impressions: 3,766,107

PULSE



**INGREDIENT SHELF
CHARCOAL**

Soot seems like the last thing you'd want to put on your skin or hair. But charcoal—yes, the black stuff found in grills and pencils—is actually starring in a slew of new products, from cleansers to face masks and shampoos, and works to remove dirt, rather than leave it behind. Also used to purify water, charcoal has tiny holes that attract and absorb grime, impurities, and oils, which are then whisked away when you rinse.



To deep-clean your face, try **Freeman Feeling Beautiful Polishing Charcoal + Black Sugar Gel Mask + Scrub** (\$4, ulta.com); for scalp and hair, **Yes To Charcoal Detoxifying & Deep Cleaning Charcoal Shampoo** (\$8, target.com).



Try **Garnier SkinActive Soothing 3-in-1 Moisturizer with Rose Water** (\$12, drugstores) and **Caudalie Beauty Elixir** (\$18, sephora.com).

BONA FIDE BEAUTY

Targeting mitochondria—the part of cells that provides the skin care market. We lift the lid on whether one

THE CLAIM

As we age, the mitochondria in our skin cells begin to lose steam, reducing production of collagen, the protein that keeps skin glowing and healthy. Sluggish mitochondria can also release free radicals, further speeding the skin's aging process. Greg MacPherson, CEO of MitoQ, says the antioxidant derivative in the company's skin care serums and creams helps slow or reverse mitochondrial dysfunction, boosting collagen to reduce wrinkles and improve elasticity.

WOMAN: JOSE LUIS PELAEZ INC./GETTY IMAGES

5 Crazy Caffeine Myths May 2018

Prevention

Walk Off Weight

IT'S SPRING!
115
More Reasons to Get Outside!

New Hope for Migraine
p. 60

4 Skin Care Essentials
p. 36



The Best Acne Treatment Products From Teen Vogue's 2018 Acne Awards

FACE WIPES

Toss these travel-friendly clarifying face wipes in your gym bag for a quick refresh before *and* after a workout. Each towelette contains salicylic acid to help absorb sweat and decrease oil production, all while cleaning your face.

Buy it here: [Yes To Tomatoes Blemish Clearing Wipes](#), \$5.

Whiteheads, clogged pores, dull skin, hyperpigmentation, and cystic acne — for every type of acne you might encounter, there's a huge selection of potions and products that are specifically designed to help treat your specific breakout type. With so many options out there, how can you possibly separate what works from what doesn't without further irritating your skin or breaking the bank?

That's where the 2018 *Teen Vogue Acne Awards* come into play. Each year, we enlist the help of an expert panel of judges who understand exactly what it takes to maintain skin's delicate balance. This year, they weighed in on everything from the most precise applicators for covering an angry red pimple to the best purifying P.M. treatments that work to eradicate acne while you sleep. (Plus, there's a recommendation for any and every beauty budget.)

As consumers, we don't always have the chance to get to know products before committing to them, and are often disappointed if something doesn't work for us after we purchase it. Having plenty of one-on-one time with each nominee allowed us to choose which ones truly worked best. We're bringing that information back to you in the hope that it will empower you to make your own choices. That's what our numerous hours of testing, conversing, and choosing were about.

Consider this your cheat sheet for covering and clearing acne, featuring 62 products that have earned our expert panel's stamp of approval. We hope you find something to love somewhere in these recommendations, or find a new way of looking at your skin. We know we did.

OVERNIGHT TREATMENT

You should never go to bed in a full-face of makeup, but you can certainly sleep in this pore-purifying overnight mask! Since its easily absorbed by skin, you won't have to worry about it transferring to your pillowcase.

Buy it here: [Yes To Tomatoes Detoxifying Charcoal Sleeping Mask](#), \$3.





Scrub Daddy Colours 3pk

May 7, 2018

Everythingzoomer.com

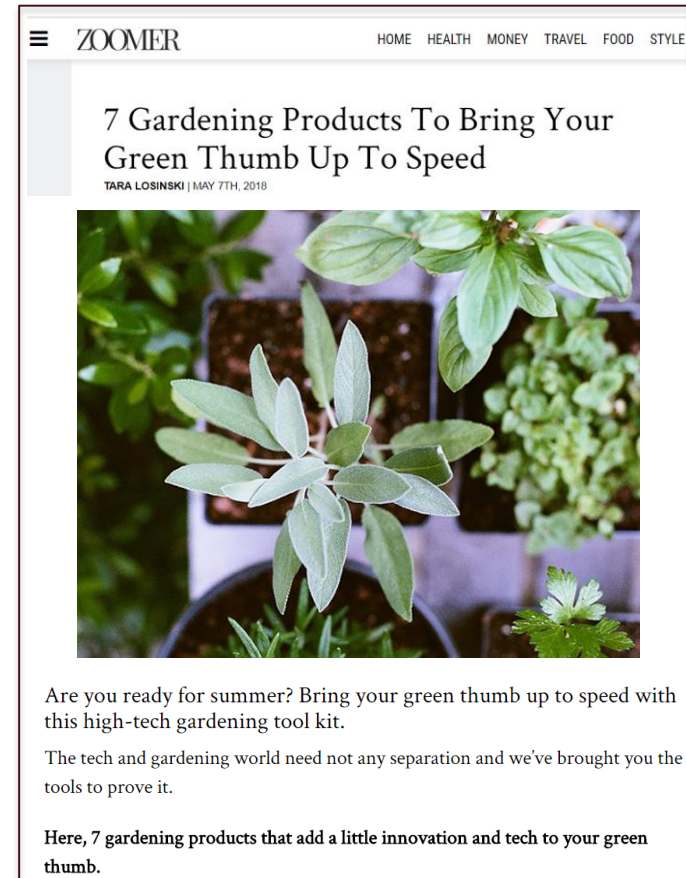
Website

MRP: 109,000

6. Squeaky Clean




Scrub Daddy sponges stay hard in cold water and soften the warmer the rinse. Perfect for tough or delicate jobs, indoor and out. **\$15 (for 3)**, [Home Outfitters](#)



☰ ZOOMER HOME HEALTH MONEY TRAVEL FOOD STYLE

7 Gardening Products To Bring Your Green Thumb Up To Speed

TARA LOSINSKI | MAY 7TH, 2018



Are you ready for summer? Bring your green thumb up to speed with this high-tech gardening tool kit.

The tech and gardening world need not any separation and we've brought you the tools to prove it.

Here, 7 gardening products that add a little innovation and tech to your green thumb.

<http://www.everythingzoomer.com/lifestyle/2018/05/07/new-gardening-products/>

Scrub Daddy Original

May 11, 2018

orgjunkie.com

Blog

MRP: 155,442

And finally another yellow favorite that makes me so happy is the [Scrub Daddy](#) sponge (*affiliate link*). I've used this product for years because not only is it fun but it actually works too. I keep them in my kitchen for dishes and in my bathroom for cleaning the tub. The Scrub Daddy is soft in warm water and firm in cool water. It can also be used on non-stick surfaces. Love it!



I'm an 
ORGANIZING
Junkie
...and you can be, too!

Fun Yellow Spring Favorites That I'm Loving Right Now

Posted by Laura Wittmann on May 11, 2018: 5 Comments

I get commissions for purchases made through links in this post.

Hey y'all! I don't know if you know this about me or not but I love trying new products. I get so excited whenever I see a new product out on store shelves. Like stupidly excited. I can't help myself. Recently I discovered two new fun products that I absolutely fell in love with and they both quickly became spring favorites for me. So of course I had to share them with you because that's what a good product junkie does.

I thought it was funny that they both happened to be yellow too. Yellow is really my favorite color. It's such a happy cheery color and also the color of the beautiful sunshine and the happyface emoji. What's not to love about that?!

Scrub Daddy Original

May 12, 2018

The Toronto Sun

e-edition 360,000

Daily 517,000



Take the boredom out of spring cleaning

3. You can't avoid it — you do have to put in some elbow grease. But with The Original Scrub Daddy you get to do it with a smile. This scrubber doesn't scratch delicate surfaces which means you can tackle everything from greasy appliances to mucky baseboards, and grimy showers.



Scrub Daddy Original & 3pk

May 15, 2018

weraddicted.com

Website

MRP: 200,000

ADDICTED



TESTED: Scrub Daddy

If I were in my early 20's I would never be writing about sponges, but at 35, it seems that I have a very different idea of what excites me, and it appears that using **Scrub Daddy** to clean my home brought me true joy.

It might sound a little strange but I'm a bit of a clean freak, so when it comes to a great vacuum, green cleaners that really work or a long lasting durable sponge, I do get a little of that adult excitement when I get the chance to really put it to the test, and that I did.

For those of you somehow not aware, **Scrub Daddy** is the ultimate sponge that is hard in cold water and soft in hot. Stay with me.

If you're looking to scrub a crazy dirty pan, get dried paint off the floor after painting, dried on sticky mess, then you use the scrub daddy with cold water, washing your dishes or doing some easy cleanup, make it warm and it's easier to use for those jobs.

Unlike most sponges, after weeks of use, it's still fully intact, and all the mess rises right out. So unlike those dollar store sponges that don't even last a week or two, after a couple months, the Scrub Daddy is still going strong.



HERE'S WHY I'M KIND OF ADDICTED TO THE SCRUB DADDY AND THE SCRUB DADDY TRICOLOUR PACK;

- Multiple colours allow you to colour code your cleaning jobs or simply accent your decor
- Scrub Daddy's FlexTexture® changes texture based on your water temperature. Firm in cold water for tough scrubbing, soft in warm water for light cleaning
- He rinses free of debris, resists odours, and cleans well with water alone
- Scratch free on over a dozen surfaces from non-stick to stainless steel and even car exterior paint
- His eyes hold onto your fingers and mouth cleans both sides of utensils

A sponge yes, awesome for sure, bound to make your job easier, heck yes! If you're like me and you're looking for the ultimate in clean, then maybe it's time you too picked up a Scrub Daddy.

For a full list of where to pick up your **Scrub Daddy** visit their website today.

<http://www.weraddicted.com/tested-scrub-daddy/>

Scrub Daddy Original

May 31, 2018

orgjunkie.com

Blog

MRP: 155,442

And speaking of washing dishes I just updated my first yellow post with this product. The [Scrub Daddy](#) sponge (*affiliate link*) is another yellow favorite of mine. I've used this product for years because not only is it fun but it actually works too. I keep them in my kitchen for dishes and in my bathroom for cleaning the tub. The Scrub Daddy is soft in warm water and firm in cool water. It can also be used on non-stick surfaces. Love it!



<https://orgjunkie.com/2018/05/may-2018-monthly-organizing-recap.html>

I'm an ORGANIZING Junkie

...and you can be, too!

May 2018 Monthly Organizing Recap

Posted by Laura Wittmann on May 31, 2018 · 4 Comments

Hello everyone, welcome to another monthly organizing recap post. Here we are at the end of May and tomorrow is the start of my very favorite month. Yep, June is my birthday month! For those that don't know, I'm one of those annoying obnoxious people that loves celebrating their birthday year after year. Many think I'm a strange duck for wanting to put so much attention on getting older but why not? Age is just a number after all, it just doesn't bother me. So let's celebrate another year alive and have some fun is what I say! Any other June birthdays out there?

The biggest highlight from this past May has to be that it was my blog's 12th anniversary!! So hard to believe that I'm still here blogging about organizing after all these years. Blogging is sadly not the same as it used to be. Most days it feels like I'm talking to myself now but hopefully I am still making a difference in people's lives. That's all that matters to me.

This past month I shared my love of all things yellow and smiley faces too. If you missed it you can read that post [HERE](#). Yellow is such a happy color.





Carry
Clean®

Carry Clean Sonic Toothbrush

May 25, 2018

[weraddicted.com](http://www.weraddicted.com)

Website

MRP: 200,000

Carry Clean Travel Sonic Tooth Brush



The Carry Clean Travel Sonic Tooth Brush is small but mighty! TSA approved—you can now bring your compact electronic toothbrush everywhere on your travels, and on the trail.

<http://www.weraddicted.com/backpackers-checklist/>

ADDICTED



Backpacker's Checklist – 6 things to keep you on track

Looking to go backpacking this summer, maybe for a weekend away, or even just a short hike?

Taking some time out over the summer is key, and hitting the trail, or the road, it necessary to always be prepared, and since we have had many an adventure, here are the six things we know that your going to need, or would probably actually save you should anything go wrong along your adventure.

From keeping those pearly whites clean to keep the hunger at bay, we have the 6 must-haves for any backpackers adventure this summer.

Carry Clean - Travel Sonic Toothbrush

May 27, 2018

Vitadaily.com

MRP: 250, 000

VITA
THE NEW FACE OF VITAMIN DAILY

CONTEST

MAY 27, 2018

Summer Backpacker's Checklist (Win Every Item on Our List!)

Planning a backpacking trip for this summer? Sometimes the most obvious essentials are the first to be forgotten! Follow our (non-exhaustive) checklist to ensure your only worry will be what adventure to choose next! —*Vita Dailu*



carry clean travel sonic toothbrush. Small but mighty, this TSA-approved tooth cleaner means you can now bring your compact electronic toothbrush everywhere on your travels—even in your carry-on bag.



Lornamead

FINESSE[®]



Finesse - Power Mist

May 10, 2018

elisabethhayes.com

Blog: 1,000

Elisabeth Hayes

BEAUTY FINDS OF THE WEEK



Once again it's been a busy week. I was away last weekend again and spent a majority of the week playing catch-up. I had a great time though, and it was definitely worth the extra work! I also turned another year older this week. That being said, this week's beauty finds are going to be short and sweet!

FINESSE ULTRA HOLD HAIRSPRAY*

This hairspray is great for when I put waves in my hair. It doesn't weigh them down or make my hair feel crunchy despite being ultra hold!

SHU UEMURA KAZE WAVE CURL TEXTURIZING MOUSSE*

This mousse is another product I love when adding waves to my hair. It gives them texture and shine, so they look their best! It feels weightless in my hair and never makes my strands look greasy, which is key!

NYX POWDER PUFF LIPPIE IN "BEST BUDS"*

This nude rose is absolutely stunning with any makeup look! The pillow-like cushion applicator is easy to use and I love the mousy texture. The powdery soft finish is super girly and it wears really nicely throughout the day!

SAJE ALLERGY RELEASE MIST

I suffer from seasonal allergies big time, so this has been a lifesaver this week! It helps relieve allergy symptoms, plus it smells really nice and relaxing! It's also super refreshing, which is an added bonus!

BIOTHERM OIL & TONIC*

This is an old favourite of mine and one I've been using a lot again. The blend of 4 precious oils moisturizes my skin as well as nourishes and tones it. I love using this post-shower to hydrate my skin as it does such a great job and feels so luxurious!

What have you been enjoying this week?

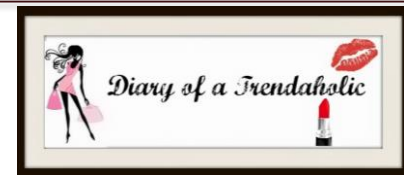
Finesse Power Mist & Styling Gel

May 24, 2018

[Diaryofatrendaholic.blogspot.com](http://diaryofatrendaholic.blogspot.com)

Blog: 2,000

Heat and humidity isn't always fun, especially when it makes your hair puffier than a poodle. For straight styles, bouncy curls and sexy updos, you'll need finishing products that keep your mane neat and sleek. Finesse Ultra Hold Hairspray and Control + Define Styling Gel retail for just under \$3.00 each and provide superior control to tame frizz in all weather.



THURSDAY, MAY 24, 2018

Summer Beauty and Fashion Essentials

Last weekend I hosted my first barbecue and patio part of 2018 and everyone had a blast! This year I have a long list of exciting things planned so I've rounded-up a few great products to help everyone enjoy the season with style and confidence.



Lypsyl Original

May 25, 2018

[weraddicted.com](http://www.weraddicted.com)

Website

MRP: 200,000

Lypsyl Original



The sun can be harsh on your lips if you forget to moisturize, which let's face it, many of us do while on the trail. Apply Lypsyl Original to make sure lips stay soft, and uncracked throughout your trip and travels!

ADDICTED



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VITA
THE NEW FACE OF VITAMIN DAILY

CONTEST

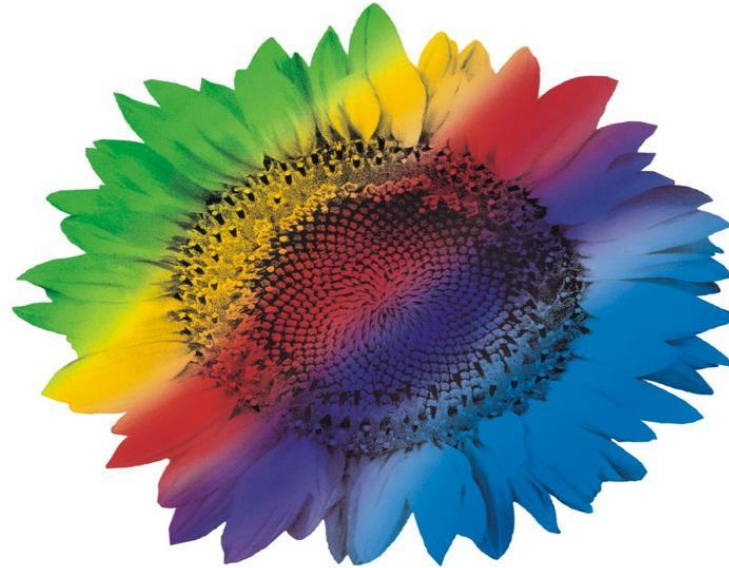
MAY 27, 2018

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lypsyl original. Sun-drenched destinations can do wonders for your skin and mood—two backpacking perks we're definitely all about. However, the sun can be harsh on your lips if you forget to moisturize. Apply Lypsyl Original to make sure lips stay soft throughout your trip!



WIPRO

Wallpapers-Junction.Com

YARDLEY[®]

L O N D O N

Yardley London English Lavender EDT

May 4, 2018

everythingzoomer.com

MRP: 109,000

Lavender



Beloved for generations and evoking orderly cupboards of crisp linens, lavender was due for a rethink. For a modern audience, Yardley has tweaked their stalwart favourite (Yardley of London English Lavender, 50 ml eau de toilette, \$19, exclusively at Shoppers Drug Mart) with bergamot, white flowers and a warm, musk base.

<http://www.everythingzoomer.com/style/2018/05/10/classic-perfumes-reimagined/>



Yardley Classics Lily of the Valley

May 5, 2018

[youtube.ca](https://www.youtube.com/watch?v=92T_z7fWdDA)

MRP: 49,619



Yardley Classics English Rose

May 9, 2018

Beautyvixen.ca

Blog: 1,000



Yardley London English Rose

BY JILL OLIVER WEDNESDAY, MAY 09, 2018 BODY, BODY CARE, BODY LOTION, BODY SPRAY, BODY WASH, ENGLISH ROSE, PERFUME, ROSE, YARDLEY



Finding the perfect Mother's Day gift isn't always easy, but with Yardley London it can be. Yardley London makes some fantastic bath and body products in some pretty amazing scents, but I know my mom would love their English Rose line, and that is why I am treating her to it this Mother's Day.

<https://www.beautyvixen.ca/2018/05/yardley-london-english-rose.html>

Yardley Classics
Royal Wedding Show
May 15, 2018
CityLine TV: 935,100
Cityline.tv/video: 25,000

Cityline

May 15, 2018 – Royal Wedding Show



pdcc brands

beauty & wellness

bodycology®

Dr Teal's®



CALGON™
take me away!

BODY
FANTASIES®

Body Fantasies Twilight Mist

May 15, 2018


Beautyvixen.ca

Blog: 1, 000

Body Fantasies Signature Twilight Mist




With mandarin, coconut and fresh plum as its top notes, magnolia, tuberose, tiger orchid and violet in its middle notes and sandalwood, creamy must and vanilla in its bottom notes, this scent is a nice night time fragrance. It isn't heavy and isn't overwhelming but it definitely is a bit more musk-vanilla than it is fruity, which I think makes it a complex mix of scents that works well for the evening time in warmer weather.



Five Things I am Loving Right Now - Spring Scent Eddition

BY JILL OLIVER TUESDAY, MAY 15, 2018 5 THINGS, 5 THINGS I AM LOVING RIGHT NOW, BODY FANTASIES, BODY MIST, BODY SPRAY, FAVOURITES, FRAGRANCES, PERFUME, SO... SOAP AND GLORY, YARDLEY



Spring is finally here, my garden has started to bloom, cherry blossoms are everywhere! This just makes me so happy, but also fills the air with lots of beautiful floral notes. I cannot help but change my scent preferences this time of year, so I thought it would be nice to look at five scents I am currently loving.

My tastes tend to border on fruity, but right now floral and fruit with a hint of musk is what I am all about. Funny how the seasons change your taste. I am also more about fragrance mists than actual perfumes right now, mainly because they are lighter and I don't want to feel heavy this time of year.

Body Fantasies & Bodycology Fragrance Mists


May 24, 2018

[Diaryofatrendaholic.blogspot.com](http://diaryofatrendaholic.blogspot.com)

Blog: 2,000

Some of the fragrances you wear in the winter may be too strong for summer so lighten things up with a refreshing body spray. Body Fantasies and Bodycology have created new scents that are feminine, sweet and charming. Hearts & Daisies (\$7.99) is fun, flirty and floral – great for strolling the farmer’s market or date night (available at Shoppers Drug Mart June 2018). Cherry Blossom (\$6.97) is popular for spring with an alluring splash of fruit and floral.






Diary of a Trendaholic

THURSDAY, MAY 24, 2018

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ME! Bath
 May 15, 2018
[Trendhunter.com](https://www.trendhunter.com)
 MRP: 497,000



ME! Bath's Products are Made in Small Batches in California

By: Riley von Niessen - May 15, 2018
 References: [instagram](#) & [mebath](#)

ME! Bath is a personal goods brand that's based out of Los Angeles, California, where it creates handmade bath bombs and more in small batches using entirely cruelty free practices and ingredients. In addition to being vegan, ME! Bath's products are encased in biodegradable packaging, aligning with its goal of helping to save the planet.

The brand's products are currently available from retailers like Walgreen's, Target, Amazon, and CVS, where consumers can get their hands on a range of colorful bath bombs that help them to relax while deeply nourishing the skin with a unique blend of six oils. The bath bombs are also set to launch in Canadian stores in June 2018, and will be available at Shoppers Drug Mart. These bath bombs come in five different scents: Lavender Lullaby, Birthday Cake, Cucumber Melon, Pomegranate, and Love.

<https://www.trendhunter.com/trends/me-bath>

The screenshot shows a TrendHunter report titled "Cruelty-Free Handmade Bath Bombs". The report includes a navigation bar with "Ideas", "Insights", "Services", "Reports", "Dashboard", "Books", "Assessment", "Keynotes", and "Events". Below the title, there is a score of 8.6 and a bar chart. A row of five product categories is shown: Fidget Toy Candies, Bathroom Vanity Pop-Ups, Gen Z Beauty Brands, CBD Nail Care Kits, and Unicorn-Themed Bath Products. The main content area displays five ME! Bath bath bomb packages in a grid. At the bottom, there is a "33 Similar Photos" button and a "HUDSON'S BAY" logo with an image of a waffle maker priced at \$169.99. The report also includes a byline for Riley von Niessen, dated May 15, 2018, with references to Instagram and mebath. A detailed description of the brand and its products is provided, mentioning its location in Los Angeles, California, and its commitment to cruelty-free, vegan, and biodegradable practices. It also lists retailers like Walgreen's, Target, Amazon, and CVS, and mentions a launch in Canadian stores in June 2018.

DT Eucalyptus Spearmint

May 1, 2018

Magazine: 250,000

Digital: 35,000



The Civic Restaurant

Located in the recently renovated Broadview Hotel in Toronto, the Civic's cuisine delivers old-time classics with a modern sensibility. Aiming to provide guests with an unforgettable dining experience, notable restaurateurs, Erik Joyal and Executive Chef John Sinopoli, meticulously craft food and beverage offerings. Favourites include Cod Croquettes with caponata and fresh oregano, and Braised Leg of Rabbit with simmered spelt, roasted radishes and baby carrots with lavender jus. thebroadviewhotel.ca

Emporium

Entertainment Products * Food & Drinks

Pure Bathing Bliss

Dr Teal's Eucalyptus Spearmint Pure Epsom Salt and Foaming Bath relieves the aches and pains caused by working out, or just plain working. The eucalyptus and spearmint merge to restore muscles, while the bath benefits from the heavenly aromatherapy. drteals.com



Certified Nutty

New to Canada, CLIF Nut Butter Filled energy bars are certified organic, and bring together two great energy sources. Made here with organic Canadian oats, two new flavours have been added – Banana Chocolate Peanut Butter and Caramel Peanut Butter. Available at major grocery stores, drugstores and natural retailers across Canada. clifbar.ca



Plumbing Problem Solved

Saniflo is a leading manufacturer of plumbing products designed to be installed where traditional, or below-floor, drainage is impossible, or too expensive. No matter the area, all the plumbing can be installed above-floor so that the messy job of digging up concrete can be avoided. These products make it easy to install a toilet, sink, shower, dishwasher or washing machine where there wasn't one before. Available through plumbing wholesalers and hardware retailers. saniflo.ca



{ Spring Awakening }

Self-cleaning Toilet

American Standard and Lysol have joined forces to introduce the VorMax Plus – a new self-cleaning toilet that also freshens the bowl with Lysol cleaner during every flush. Part of LIXIL, American Standard has hidden an easy-to-access compartment behind the seat, called the VorMax Plus FreshInfuser. The result is a cleaner bowl without an unsightly add-on device. americanstandard.ca



Sophisticated Performance

Highlighting a fluent, bottle-shaped design and superb performance, the Avery pull-down kitchen faucet collection from American Standard showcases a high-arc, hands-free Selectronic model. This new line offers the unique option of switching to manual operation for optimum user flexibility. A hand-operated, high-arc, pull-down kitchen faucet, and a lower profile, pull-down bar faucet, are also available. americanstandard.ca



The Music Man runs from April 17 to November 3, 2018.

Photo: courtesy of the Stratford Festival

World-class Theatre

The Stratford Festival season is in full swing. Each year, North America's largest classical repertory theatre company presents more than a dozen productions in four distinctive venues, including classics, contemporary dramas and musicals. Book tickets now for *Julius Caesar*, *The Tempest*, *To Kill a Mockingbird*, *The Rocky Horror Picture Show*, *The Music Man*, and more. stratfordfestival.ca

Tuscany's Influence

Pillitteri Estate Winery in Niagara-on-the-Lake is expanding its Debbie Travis line of award-winning wines with the addition of an Italian red from the Tuscany region near her home. The Debbie Travis Rosso di Montalcino is a medium body wine that pairs well with roasted meats and mature cheeses. Now available online through the Pillitteri website. pillitteri.com



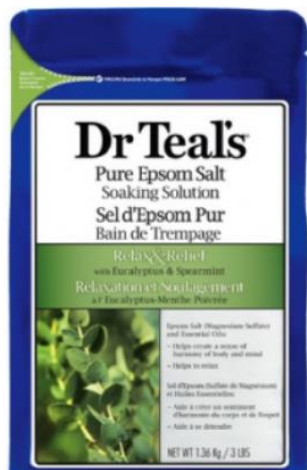
DT Eucalyptus Spearmint

May 3, 2018

chatelaine.com

MRP: 758,000

At-home pedicure



01 / 11 Dr. Teal's

Pure Epsom Salt Eucalyptus & Spearmint Soaking Solution, \$10, well.ca

<https://www.chatelaine.com/style/beauty/at-home-pedicure-guide/#>

CHATELAINE

BEAUTY

How To Give Yourself A Salon-Worthy Pedicure At Home: A Foolproof Guide

Everything you need to know about how to do a perfect DIY pedicure.

by Emily MacCulloch Updated May 3, 2018



It's always nice to give your toes a once over before breaking them out of hibernation (and breaking out the sandals). But, if you don't have the time — or the cash — for a professional, in-salon pedicure — don't panic. We talked to Julia Bautista, founder of [Naked Beauty Bar](#) in Toronto, to get her tips and tricks for how to master the ultimate at-home pedicure.

These are the tools you need for a pedicure at home

First, prep your at-home station, Bautista says. These are the must-haves she recommends having on hand. (See our gallery below for shoppable picks.)

- Towel
- Basin (or bathtub)
- 1 tbsp (if using a basin) or 1 cup (if using a bathtub) Epsom salt or bath salt (dead sea salt)
- 2-3 drops of essential oils of your choice. You can try tea tree oil for its antiseptic properties, chamomile as an anti-inflammatory, or eucalyptus to relieve aches and pains
- Foot file or pumice stone
- Body scrub
- Foot cream or body butter/cream
- Cuticle oil
- Nail kit which includes nail clippers, cuticle nipper, cuticle pusher, nail file
- Toe separators
- Acetone or polish remover
- Cotton pads
- Polish: base coat, top coat, colour of choice

Dr. Teal's Eucalyptus Foaming Bath & Epsom Salts

May 16, 2018

Foreveryoungnews.com

Website: 75,000

Magazine: 105,000 / 51,000



The Goods

By Christine Davis

Duplo Double Flange in Rose Gold
This collection is made with buttery soft 400 thread count cotton, featuring a double embroidered flange detail in the hottest colour of the year: Rose gold. It's a subtle twist on the classic white duvet cover. Available at Au Lit Fine Linens store in Toronto and aullitfine.com. Queen Duvet Cover \$249



Attitude Dermo-Cosmetic Sun Care
This new collection of 100 per cent mineral sunscreens offer an SPF 30 broad-spectrum protection and contain only natural, worry-free ingredients that are ideal for sensitive skin. The line also includes a fast-absorbing After-Sun Melt-in Gel to soothe skin after a day in the sun. Available at Shoppers Drug Mart and select Loblaws stores. Sunscreen from \$24.99; After-Sun Gel from \$14.99



OneCoffee
If you love single-serve coffee pods, try this line that's 100 per cent compostable. Made in Canada, OneCoffee is organic, fair-trade coffee that is 100 per cent compostable and works in K-Cup compatible single-serve coffee makers. It's a win-win. Available at Loblaws, Metro, Sobies and Whole Foods Market. \$9.99



Voyager Jacket
Be prepared for whatever weather May brings with this Canada Goose parka. It features roomy cargo pockets and protective brimmed hood, as well as a comfortable rib-knit collar and suede treat-free chin guard for warm and wind protection. Available at canadagoose.com. \$655



ONC Coloring products
This natural hair color offers a healthier way to cover your grey. Featuring a low pH, it helps reduce hair loss, hair thinning and breakage while offering a pleasant banana smell instead of harsh chemicals. Choose from 29 shades. Available at oncnaturalcolors.com. \$24.95 US



Hold Me Hairspray
This new hairspray by Design.Me makes serious holding power. Choose from three adjustable hold settings to get the perfect spray every time. It offers heat and UV defense, protection from colour-lightening and heat damage while giving hair long-lasting shine and manageability. Available at select salons and designmehair.com. \$22



Haws Slim Watering Cans
Make watering your plants easier this year with these stylish watering cans. Available in four fashionable colours, they feature a slim profile that makes them easy to carry and store while the continuous handle is comfortable to hold and pour. Comes with a brass rose for soft-spray that's gentle on plants. Holds five litres. Available at Lee Valley retail stores. \$59

Superstart Probiotic Boost Skin Renewal BioCellulose Mask
Support your skin's natural defenses and improve its resilience with these masks which infuse the skin with a concentrated formula of hyaluronic acid and a probiotic blend. The mask fits snugly to facial contours to feel like a second skin. Available at Harbour's Bay and Shoppers Drug Mart. \$14



Mouth Kote
This dry mouth spray with natural Yerba Santa and Xylitol helps alleviate the discomfort associated with Xerostomia (dry mouth). Sugar and alcohol free, the spray restores moisture and lubricates naturally with a lemon lime flavor. Available at Shoppers Drug Mart and Rexall. From \$15.99

LifeKey
This stainless-steel, vacuum-insulated, pressurized growler keeps beer fresh for two weeks or more. With a LifeKey, you can drink your favourite draft beer at your leisure. You can also sparkle wine or craft specialty cocktails. Available at growlerscanada.com, Brew North Brewing Supply and Orange Snail Brewing. From \$149



Serioxyl
This intense hair thickening kit from L'Oréal Professional immediately helps hair look denser and lifted by improving the look of the hair fibre. Ideal for fine hair, the key ingredient is a L'Oréal patented technology that brings oxygen to the hair follicles. Available at select salons and lorealparisprofessional.ca. \$20.50 - \$74



Dr. Teal's Pure Epsom Salt and Foaming Bath
Whether you've got sore muscles or simply want to relax in the tub, Dr. Teal's has the formula for you. The eucalyptus spearmint Pure Epsom Salt and Foaming Bath will soothe sore muscles, reduce swelling and have you feeling relaxed in no time. Epsom salt can also be used in recipes to relieve sunburn, dry lips and bee stings. Available at Shoppers Drug Mart. \$9.99 each

Pages

<http://www.foreveryoungnews.com/articles/the-goods-may-2018/>

<https://edition.pagesuite-professional.co.uk/html5/reader/production/default.aspx?pubname=&edid=18fbaf1f-1a4a-4192-93fbcbb7d05b407b&pnum=1>

DT COCONUT OIL

May 24, 2018

BeautyCrazed.ca

Blog: 8,000



MAY 24, 2018

Dr Teal's Coconut Oil Pure Epsom Salt Soaking Solution and Foaming Bath



Summer is no reason to give up baths - a lukewarm soak with **Dr. Teal's Coconut Oil** is the perfect way to soothe sunburnt skin with the anti-inflammatory properties of epsom salt and restore flaking skin with moisturizing coconut oil.

Dr Teal's Coconut Oil Pure Epsom Salt Soaking Solution and Foaming Bath - hydrates and softens skin with pure epsom salt while revitalizing tired, achy muscles and refreshing skin's appearance, along with nourishing coconut oil to help provide ultimate skin nutrition.

Available in two formulas:

Dr Teal's Coconut Oil Pure Epsom Salt Soaking Solution - 1.36kg - \$9.99 - restores and replenishes with pure, mineral rich epsom salt - eases aches and soreness from muscle pains and coconut oil essence to create a blissful soaking experience that soothes the senses and helps provide relief from stress. Just pour at least 2 cups of the minerals under warm, running bath water and relax for 20 minutes to soak away discomfort from sore muscles and recharge body and mind - or if you prefer to bubble:

Dr Teal's Coconut Oil Foaming Bath - 1000ml - \$9.99 - with all the same benefits of the mineral soak along with long lasting bubbles to gently cleanse. Just pour a generous amount under warm, running water for a relaxing bubble bath experience.

They both have the same light coconut scent, perfect for pretending you are having your soak in a tropical location so don't forget your pina colada!

Available now at Shoppers Drug Mart stores across Canada.

<http://www.beautycrazed.ca/2018/05/dr-teals-coconut-oil-pure-epsom-salt.html>

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STRUT  IT

Strut N It - Non-slip Insole

May 27, 2018

Vitadaily.ca

MRP: 250,000

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CONTEST

MAY 27, 2018

Summer Backpacker's Checklist (Win Every Item on Our List!)

Planning a backpacking trip for this summer? Sometimes the most obvious essentials are the first to be forgotten! Follow our (non-exhaustive) checklist to ensure your only worry will be what adventure to choose next! —*Vita Daily*



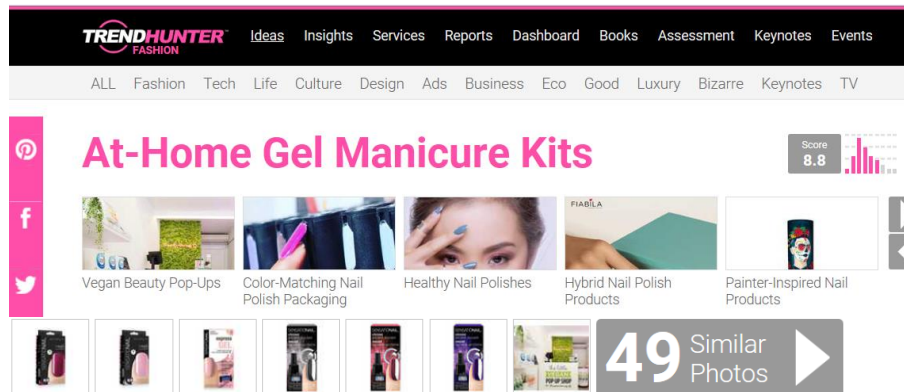
strut n it non-slip insoles. Backpacking, in our opinion, is one of the best ways to see the world—don't let aching feet distract you from taking in the beautiful sites along the way. Insert Strut N It Non-slip Insoles into your shoes to combat sore feet with miracle-working memory foam cushions.

SensatioNail Gel Polish Starter Kit

May 12, 2018

trendhunter.com

Blog: 497,000



The screenshot shows the TrendHunter Fashion website interface. At the top, there's a navigation bar with categories like Ideas, Insights, Services, Reports, Dashboard, Books, Assessment, Keynotes, and Events. Below that, a secondary navigation bar lists various topics: ALL, Fashion, Tech, Life, Culture, Design, Ads, Business, Eco, Good, Luxury, Bizarre, Keynotes, TV. The main content area features a large pink header for 'At-Home Gel Manicure Kits' with a score of 8.8. Below the header are several image thumbnails with captions: 'Vegan Beauty Pop-Ups', 'Color-Matching Nail Polish Packaging', 'Healthy Nail Polishes', 'Hybrid Nail Polish Products', and 'Painter-Inspired Nail Products'. A prominent grey button with a play icon says '49 Similar Photos'.

SensatioNail's 'Gel Polish Starter Kit' Has Everything Needed



By: Riley von Niessen - May 12, 2018

References: [sensational](#)

SensatioNail's 'Gel Polish Starter Kits' are ideal for seasoned at-home manicurists who are looking to save on costs, or new users who are interested in experimenting in the realm of gel polish.

The brand released two different variations of its starter kits, one that's a rich hue of Raspberry Wine, and another that's a beautiful Pink Chiffon. The starter kits are good for up to 10 uses, with each made to last for up to two weeks of wear. To provide consumers with more color variety, SensatioNail also offers 12 individually packaged colors to choose from, including varying shades of pink and purple, as well as blue, turquoise, and white. Alternatively, consumers can purchase one of its three chrome shades, which provide the nails with a stunning mirror-like finish.

All of SensatioNail's starter kits come with a Pro 3060 LED Lamp, gel cleaner and primer, gel base and top coat, polish, lint-free wipes, double-sided nail buffer, and a manicure stick. Also included are detailed instruction sheets, but consumers can also see the steps broken down in video format on the brand's site as well.



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This article is one of 350,000 experiments. We use crowd filtering, big data and AI to identify insights.

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<https://www.trendhunter.com/trends/sensationail>