

# BEAUTY LOULOU TELLS ALL



For more fab beauty news, check out the Editors' Blog section at [louloumagazine.com](http://louloumagazine.com)

## HOT NEW SHOP

### murale hits the scene

**The concept** Beauty boutiques that employ bona-fide experts; carry top-notch makeup, fragrances, beauty tools and skin-care products; and offer professional spa services.

#### THREE REASONS TO GO

**The brands** The stores feature over 200 hot, high-end and hard-to-find lines as well as exclusives like the unisex anti-stress Smiley fragrance; the Spanish line Natura Bissé, which boasts a high concentration of active ingredients; and Mommy Makeup, which was designed by a celebrated makeup artist and mom to simplify your beauty routine.

**The staff** The team consists of makeup artists with a minimum of three years of experience plus aestheticians and pharmacists who can help you navigate the dermatological brands. **The services** You can get your arches shaped to perfection at Benefit's Brow Bar or enjoy facials and select body treatments with brands like Darphin, Clarins and Orlane.

➤ **PLACE D'ORLEANS, 110 PLACE D'ORLEANS DR., ORLEANS, ON** | 613-841-4166 ➤ **PLACE VILLE MARIE, 1 PLACE VILLE MARIE, MONTREAL** | 514-875-1593 ➤ 1-877-622-7360 | [MURALE.CA](http://MURALE.CA)

## SHELLEY'S PICKS

Developed by Canadian-born model Monica Olsen, this body lotion contains aloe vera and shea butter to moisturize and protect your skin. Bonus: It's made without parabens, petroleum or alcohol.

Skin by Monica Nude Moisture-Rich Body Lotion \$27.75. 1-800-354-0081 [skinbymonica.com](http://skinbymonica.com)



An excellent formula that includes vitamins A and E, this concealer duo blends well and delivers long-lasting coverage. Apply the cream base first, and then set with the powder.

Bobbi Brown Creamy Concealer Kit in Beige \$30. Includes Creamy Concealer and Sheer Finish Loose Powder. 1-877-310-9222 | [bobbibrown.com](http://bobbibrown.com)



Using cocoa butter to nourish, hydrate and protect, this Parisian face cream is easily absorbed into the skin for instant radiance and has a delicious scent that will satisfy your chocolate craving (without any of the calories).

Sensation Chocolat Paris Fondant O Chocolat Glowing Complexion Nutri-Protective Cream with Cocoa Butter \$52.20. [sensationchocolat.com](http://sensationchocolat.com)



canadian label



This extremely wearable sheer lipgloss is free of parabens, phthalates, petrochemicals and synthetic dyes and fragrances. Even the packaging is eco-certified!

Cargo Plant Love 100% Natural Origin Lipgloss in Dahila \$20. 416-847-0700 [cargocosmetics.com](http://cargocosmetics.com)

A BEAUTY GURU'S BIO  
**SHELLEY ROZENWALD**  
PRESIDENT  
➤ Montreal-born Shelley knows the beauty biz inside and out. She started out as an Estée Lauder counter manager before working her way up to senior vice-president of beauty at Holt Renfrew. Thirty years after getting her start in the industry she's now the president of Murale. Known for discovering the next big thing, Shelley has brought over 100 cosmetics brands to Canada since starting her career. How'd she do it? By travelling the world to test beauty booty and following the mandate that luxury beauty is about how a product makes you look and feel, not how much it costs.