NYFW INSPO
FROM THE RUNWAY TO YOUR EVERYDAY - PIN IT!

GEN-Z INFLUENCE
Changing how we market and shop for things.

LEVEL UP YOUR LOVE LIFE
ASK YOURSELF HOW MUCH YOU ARE WILLING TO GIVE, OR GIVE UP.

MEET MAE ROSE
THE NY DJ MAKING A NAME FOR HERSELF

PRECIME-PRETTY
I USED PRECIME FOR 30 DAYS AND MY SKIN COULDN'T BE HAPPIER.

WINNERS: BEAUTY & SKINCARE
LAFM HONORS THE MOST GAME-CHANGING BRANDS IN THE INDUSTRY.

Ian & Alec Ginsberg
PHOTOGRAPHED BY DIMITRY LOISEAU AT CO BIGELOW, NYC
As humans, it is natural to have a desire to leave our mark on the world. This urge within us that seeks to be remembered for something special after we are no longer here. However, this is often mistaken with becoming famous.

We often forget that we do not need to be famous to leave a mark. If anything, now more than ever, we have the most power to influence people through our social channels. But that is not the connection we most seek.

This issue is special; I was allowed to work not only with friends in the business but 2 individuals that are not only creating their story but helping maintain the legacy they have inherited. Take a moment to learn about their stories and how they have worked hard to obtain. I am certain that their story will give you the motivation to allow in suit and create your own expedites worth sharing. After all, we all owe it to ourselves.

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MAKEUP IS BACK!

IDK ABOUT YOU, BUT AFTER SPENDING SO MUCH TIME UNDER A QUARANTINE AND BEHIND A MASK – IT IS TIME TO SAY MORE, IS MORE! AND WHILE I APPRECIATE A MINIMALISTIC APPROACH TO LIFE AND ALL THINGS SKINCARE, I CAN’T HELP BUT REACH FOR MY EYESHADOW PALETTE AND GET CREATIVE PAST THE SAME OLD BLAH LINER LOOK, AS FOR MY POUT – OH BABY! I WILL BE GOING BOLD, AFTERALL, IT’S BEEN A LONG-AWAITED COMEBACK.

PAT McGRATH LABS
BlitzTrance Lipstick

“They said it best! Go from star-struck to supernova with the play of dancing light. Lustrous, ultra-reflective ultra-reflective pearls are suspended in a creamy base for sophisticated, multifaceted sparkle and an unabashedly plush look. The medium-to-full coverage formula glides on with a smooth, indulgent texture that’s pure lip luxury. Swipe on bare lips for scintillating glimmer, build up to a full-on glorious gloss or wear as a lipstick topper for hypnotic 3D shil-ulation.” Or as we would say, “it’s so pretty!!!” (followed by several heart emojis)

TRIPPIN’ LONDON
BFF De Stress

An Editors favorite! This is a true MUST-HAVE – not only does it offer coverage in 12 shades, this is a serum based cosmetic/skincare hybrid that has hyaluronic acid to instantly plump and smooth the skin. What’s best is the product itself is buildable and breathable all while offering their special sauce technology that neutralizes cortisol and stimulates collagen production. In short, if you are not familiar with the brand, get on it!

RARE BEAUTY
Perfect Strokes

Perhaps the BEST mascara on the market – EVER!!! With just a single stroke, lashes will look fuller, longer, and more pronounced, not to mention CLUMP FREE while lasting all day!

Selena, you definitely delivered on this one!
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OH MONA LISA
Photographer Iryna Kalchenko
HighOnLove®'s rich and luxurious Cannabis Body Butter combines natural moisturizers such as argan oil and shea butter with premium cannabis oil for head-to-toe hydration. Deeply nourishing and delicately scented with notes of lychee and peony, it instantly replenishes while providing long-lasting care for dry or sensitive skin. HighOnLove® Cannabis Body Butter is non-greasy, paraben-free and made in small batches to guarantee the highest quality.
LEVEL UP YOUR MANI

Did you know your manicure, or lack of, has a lot to say about your personal style? Whether you opt for classic clean, bright, or dark colors, your nails will be speaking in volume. It’s time you listened and leveled up!

Momma may have taught us about the classic French, but that is because she wanted a cultured sophisticate. This classic style epitomizes grace and femininity. And just as its name implies, this manicure hints at your worldliness.

Not your go to look? No worries, perhaps you like your pastels year-round, you whimsical free spirit you! And each group needs one in their click! Those who gravitate towards these spring hues typify optimism and a youthful energy. You are just a breath of fresh SPRING Air!

Nail Art? YES YES YES – this is for the creative adventurous soul. Afterall, you are experimenting with tiny works of art at your fingertips, literally.

OK, but maybe those bright hues and details are not your jam. No worries. This must mean you are the effortlessly elegant multi-tasker. The color expresses an understated and utterly versatile approach to life. And this is simply because the subtle choice of polish complements the many hats you wear.

Which leads us to the leaders; we all know them – the ones who wear deep hues that exudes power and command attention. And it should, with all that confidence. But don’t be misled by this mystical creature! Because, just like their rich polish, hardly anything about them will be transparent.

And finally, the charming metallic. Wearing a head turning sparkle, this individual will be completely comfortable in the spotlight.

Therefore, what color will you be choosing this season?
BALIBODY


Meet our 1 Hour Express Self Tan Bronzed & flawless skin in 60 minutes ✨

Available online at balibodyco.com or in store at Ulta Beauty.

Organic, Clean Beauty. Kusumcosmetics.com
Let’s face it - Whether you are indoors or outdoors, a little touch up for your skin can be great. From putting on a dab of love for your zoom call meetings, to your actual meetings in person with friends or colleagues, we decided to use Precime’s CICA Cushion Foundation for sensitive skin for thirty days, and are here to tell you the result. With being in quarantine, locked away in our houses, self care has become even more of a priority than before. We have become more self aware and invested into skincare more than before.

Wherever you are, whether it be that it is slowly opening back up again, or hearing that dreadful announcement of a lockdown (again!), it should not stop us from still having that amazing glow up. Skincare is still self care - and caring for your skin has never been made so easily.

Starting from the very basics of skincare, SPF. SPF is important because of all of the UV rays that we go through. UV rays occur from your phone to your computer, as daily sunlight, it is safe to say that SPF is the one step you definitely need in your skincare routine. Precime’s CICA Cushion has SPF 50+ and not only that, it also adds a little pop of color to your face, so you have that smooth silky finish.

Although this cushion is for sensitive skin, it actually works for all skin types. Precime's CICA cushion is made from CICA. With CICA in the brand's products, the product attacks factors such as redness and stress in skin. Cica is short for Centella asiatica, a herb essentially home to some parts of Asia and Africa, an ingredient believed to make the skin smooth and repair irritated skin. With the weather changing, The list of the benefits of Cica continues endlessly, which is what makes Cica so popular in skincare products. Cica can help all skincare types, especially those who have sensitive skin to help bring that beautiful pop of color back on the face.

Nowadays, the no makeup makeup look is back, and as someone who loves the skinimalistic look, this product really serves its purpose. Giving a little pop of color each day, bringing the natural glow to her face as well as finding the ingredient for skin healing and attacking inflammatory parts of the skin, it slowly evened out the dullness of the skin.

On day one, it is essential to get rid of any dead skin cells first so your skin can absorb the nutrients from the CICA cushion when dabbing on. Make sure to exfoliate, and cleanse your skin before putting on the product. If you are in a place that has sunlight, or even just windows, then SPF is definitely needed. There is no need now to put on sunscreen since the cushion already contains SPF 50+. Slowly incorporating it in your morning skincare regimen, helping you get used to the way it feels on your skin. Luckily, the cushion feels super soft, and a fab does go a very long way.

After a full week, hopefully you have officially incorporated the product into your routine. For me, I was able to slowly see the results. Using the CICA cushion to cover up the blemishes needed for the face. Although the product itself is similar to makeup, the benefits do include skincare, so it is truly a two in one product. Sometimes, the only thing we really need to go on our day is to add a little bit of color to our face to cover the redness and puffiness of our mornings. The redness has lessened along with the irritation and stress you usually see in your face is beginning to fade away. Suddenly, it's not so scary to step out in the sun with a light face, or just hopping on a zoom call as soon as you wake up.

Honestly, by the end of the thirty days, it became apparent that my face is not as red and irritated as before the month started. Taking a look at my skin, I started to adore the results I’ve created after using the cushion for thirty days. Similar to a regular foundation cushion, but with all the added skincare benefits to the products, it is the two in one product you need for your daily life. Perhaps, you should try it too for thirty days and let the amazing outcomes show!
HAVE YOU EVER SEEN A VIDEO WHERE THE ORIGINAL POSTER GOES "HERE ARE FIVE THINGS THAT TIKTOK MADE ME BUY " OR "THINGS YOU DIDN'T KNOW YOU NEEDED FROM AMAZON, BUT YOU DO" ? THOSE CONTENT HAS SLOWLY BECOME THE QUOTE-ON-QUOTE HOOKS THAT CONSUMERS BUY INTO. NOT SURPRISINGLY, WE SEE THAT GEN Z IS STARTING TO SHAPE THE WAY PEOPLE SHOP.

With the rise of TikTok, Instagram, and youtube, the world of shopping has become a totally different world. Content creators in friendly competition creating amazing content about a product have changed the way the world sees shopping, especially in the beauty world. Content that is being shown on everyone’s for you page and explore page is trying their best to appeal to Gen Z and people in ways like it did not before.

For those of you who do not know, Gen Z is the name for the latest generation. Without being entirely sure the exact year that Gen Z started, it is believed that the generation starts from those who are born in 1996 to the present day. And although the generation is still young, the impacts that they create and the effect that they have on our daily lives goes without saying.

It is no wonder that influencers are influencers in the way that they influence their way with products, sponsored or not, for social media scrollers to discover. It is no surprise that Gen Z are shaping the future of shopping. Many current trends, ranging from D2C beauty products to finding the newest and latest skincare products, are driven by Gen Z. There is no longer a single definition of beauty, with their continuous effect on social media to express themselves and their thoughts, it is putting brands to be kept on their toes.

With Gen Z finding deep into each brand’s core and values, to complement their own individuality, diversity, inclusivity and trust, Gen Z’s forcing brands to be "screened" per say before actually buying into it. Without trust, Gen Z simply turns their back on the brands. The way that the beauty industry is being shaped is by the love of self-care, and self-individuality that Gen Z reaches to stop brands from trying to control how a person's appearance should be. Back then, brands loved the idea of being the "perfectionist" where everyone and everything has to be completely towards a general, yet specific standard. However, now it is for the better - Gen Z is pushing for the fact that natural features such as freckles, or acne should not be hidden.

And - they're right! All the while trying to push that idea, Gen Z is also making sure that brands keep their promises by making sure the brands are saying who they are. Brands must cater towards that mindset that the consumers right now are mostly Gen Z. Honestly, Gen Z are doing a great job making sure that brands have the transparency they should have had from the beginning, and building that connection with their customers and those who come across them.
SKINIMALISM

THE LATEST TREND TAKING OVER THE BEAUTY ZEIT-GEIST. BUT THIS AIN'T YOUR AVERAGE BEAUTY TREND. IT'S NOT ONE THAT WANTS TO SEE YOU PLUCK YOUR EYEBROWS THINNER OR DYE YOUR HAIR. INSTEAD THIS TREND IS ABOUT LESS IS MORE. BUYING LESS, WEARING LESS AND USING LESS.
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Today’s fast-paced lifestyles affect our bodies. In fact, science continues to show a rising trend of weakened gut microbiota, increased stress, and higher levels of inflammation that can lead to illness and disease. That’s why our team at Nupeutics Health™ specializes in developing science-based, natural products specifically designed to meet your personalized nutrition needs, and goals.

**Gut Microbiome**
Without our gut microbiome we would not be able to survive. It affects just about every system in our body. When it is in an unhealthy state we start to feel sluggish, forgetful, and gain weight. We may experience bloating after eating, gas, and irregular bowel movements.

The Microbiome Master addresses these issues and brings harmony back to our gut microbiome through its natural antibacterial, antiviral and antiparasitic formula. Out with the bad microbes and in with the good!

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**Sleep Health**
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- Valerian root, chamomile, and lemon balm

**Hormone Imbalance**
Your hormones play an essential role in your overall health. Because of this, there is a wide range of symptoms that alert your body that something is off. You may experience irregular periods, cramping, mood swings, and even acne! Adaptogenic herbs like ashwagandha, maca, and astragalus work to relieve you of these symptoms and bring the body back to a state of balance.

- Maca, Ashwagandha, Yellow curcumin, Astragalus

---

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- Christophorine E.

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3. Repeat until all hair is curled.
4. For straight styles, hold the iron horizontally and slide the styler from top to bottom of section.
LA FM
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TRINNY LONDON BFF SERUM DE-STRESS
HAIR CARE SELECTS

EDITORS' PICKS

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HAIR TREATMENT
REBALANCE

NUTRAFOL
WOMEN’S BALANCE
HAIR SUPPLEMENTS

KUSUM COSMETICS
CHIC
HAIR BATH

ORIBE
GOLD LUST
DRY TEXTURE SPRAY

EDITORS' PICKS
C.O. BIGELOW
LEMON LEAF EAU DE PARFUM - NO. 1821

ORIBE
EAU DE PARFUM
CÔTE D'AZUR

SOLI NOTES
EAU DE PARFUM
MAGNOLIA & JASMIN

ELEMENT EDITION
EAU DE PARFUM
ROSE QUARTZ
CO BIGELOW, a legacy in the making.

Of course, when you hear the word legacy, you often relate it to gifts of money or property; but this is different. We are referring to a “lasting” legacy, and though not everyone can leave such an impression on the world, the Ginsberg gentlemen, Ian and Alec, have done so both in their personal lives and the professional actions they have taken to positively affect those around them.
Established in 1838, the pharmacy was originally called the Village Apothecary Shoppe, which was later changed in 1880, when Clarence Otis Bigelow purchased it. The new name, CO BIGELOW, removed the apothecary from a dated time and allowed it to gain a more relatable personality.

"Clarence Otis Bigelow was an icon. President of a bank, a member of the Board of Columbia University and editor of the New York State Board of Pharmacy. In some way I believe he set the bar for excellence and forced everyone to follow the path and keep the name and the reputation alive. While my family began there in 1939 the name change preceded us by 59 years...it's amazing." - Ian

Even with the new focus on passion in the business, you would find it impossible to believe that taking over the family business wasn't part of his dream. Ian grew up in a musical household, picking it up at an early age. Therefore, since he could remember he always dreamt of being a musician. He just felt it through his veins. He even begged his parent to be allowed to attend music school, and while they were extremely supportive, they wanted to feel comfortable knowing he would acquire a degree in something that was more stable in his life.

"[As Musicians], we're not driven by the fame or the money but the ability to create and express and share on a wider scale. This is what I connect with the world. Like any of the arts we're hopeful that eventually we'll figure out a way to make a living at it but it's not easy. I'm envious of anyone in the arts who can pursue their dream and support their family. I do believe that I could have been a great drummer or producer if I kept at it, but it's worked out OK for me. Now I re-live the dream by playing with friends and the Family Band." - Ian

For Alec however, there wasn't a moment he wasn't dead set on joining the business. But rather than being driven by the market itself, his passion came from the love of the city, particularly the West Village.

"I grew up obsessing over the music and art scene of the neighborhood, and when my dad would come home and tell me stories about speaking with guys like Lou Reed or David Bowie, I thought there was nothing cooler. I wanted to be part of building a place that people like that wanted to hang around. As far as I was concerned, the village was the epicenter of everything I cared about, and Bigelow was its heart and soul! Once I got older and started spending more time at the store, that's when I gained an appreciation for the health and beauty piece of it all, because I saw firsthand that that's how we build the trust we have with our customers. But for me it all started with that feeling you get when you're in the neighborhood. It draws you in." - Alec

It is no surprise that since the Ginsberg family acquired the apothecary back in 1939, they have each left their mark in the business. And while Ian and Alec had different reasons to join the family business, they have become the heart of it all, with quite the shoes to fill.

"C.O. Bigelow has always been part of the fabric of Greenwich Village. My father and my grandfather before him worked extremely hard to build something special and each gave the business their special imprint. While I may not have had a solid plan when I got there I was determined to try and create a destination and a place where people wanted to be. A comforting environment where you could explore, learn, touch, be touched and leave a little bit smarter, with a little something special and a desire to return. I always dreamt of someday making C.O. Bigelow a household name. My journey began by creating a welcoming environment... the staff and I worked hard on what happens when you walk in the door. In the early 80's the chain stores were beginning to come and turning the pharmacy/apothecary experience into an "empty box" or "grab and go" business, I felt strongly that the relationship between pharmacist and patient was sacred, and it was an experience they didn't want taken away from them. I was also fascinated by European Apothecaries and began traveling overseas and studying the experience, the relationships, and the product mix. We were struggling with getting major cosmetic brands as many were tied to department stores and many niche brands were tied to Barneys on 17th Street which they believed to be too close. Our customers loved us and trusted us, and it gave me the confidence to begin slowly importing beauty and personal care products from Europe. That evolved into our catalogue and then ecommerce. From there we
"Of course, I did! A few weeks after I got married in 1988 I got on a plane to Italy and went to Cosmopoph Bologna... my first major European Trade Show. In a small booth at the show, I discovered this beautifully packaged Italian toothpaste called MARVIS. It came in a man's and a woman's version and everything about it was amazing... packaging, flavor and story. I gave the company an order and was fired up. As soon as I returned to NY I received a letter with my check letting me know that they had given Barney's a 1 year exclusivity. I was crushed but kept in touch with them. A year later they reached out to me and we have been working together ever since as their exclusive US Distributor. We built a company called Bigelow Trading beginning with MARVIS that has since expanded to include a number of other brands and products. We now represent 3 families from Europe (Florence, Capri and Isparta/Turkey) and their family brands." - lan

From there, a catalogue was born. "After we began importing more and more products, we started to receive a bunch of great feedback and encouragement. And we didn't know what to do with the people, I sat down and began writing little stories about my love for each of the products. I typed them up and printed out sheets of paper and we stuffed envelopes. It was like the J. Peterman version of Apothecary. When people would call, we'd send them these folded sheets of paper and we took phone orders. That eventually evolved into a highly designed full-color catalogue that we produced yearly and now our website." - lan

It's common to want to try new products, but there are certain things we all grow up with; some even brands that lan may have introduced to us. This is particularly true for Alec, who notes always having a tube of Val's toothpaste on his sink.

"Those products have been the best for over 100 years, and they'll still be the best 100 years from now. At Bigelow we often preach about the importance of daily rituals, and those brands have been part of my routine for 15-20 years. I feel the same about our CO Bigelow Rose Salve. Nothing beats it. I always keep a tin with me. I appreciate all the innovation in beauty, but the classics are the classics for a reason. In more recent years I've become a huge fan of the Oribe Dry Texturizing Spray. I'm into the style of my hair, and that's the one thing that works for me no matter what I'm trying to accomplish. I bring the travel size with me in my dopp kit everywhere I go." - Alec

Going back to what lan mentioned about the cosmetic brands being tied to department stores. It is no secret that while CO BIGELOW was always seen as a pharmacy against giants due to the limitation in product selection due to the store's size. When lan joined the reigned, he wanted to introduce more items, therefore we asked if he would share regarding the first item he ever brought to the store.

"We have a world of history... books, bottles, photographs, clippings, memorabilia, prescription books, recipe books, etc. What we have in apothecary bottles we also have in cosmetic bottles. Much is stored in our warehouse, some in my house and some spread throughout our offices and our store. As much as I look at all and I'm always looking at it for inspiration, it never gets old. Sometimes I show people, they can't believe what they see. I would love to do a pop-up gallery or museum showing at some point. I think people would be fascinated. Just looking though our prescriptions books (going back to the mid 1800's) alone is fascinating. What's the inspiration for our products and packaging but to curate it and display it for the public would be unbelievable. It is a dream..." - lan

Of course, feeling good comes easy when you walk through their doors. Aside from being a one stop shop for all your needs, it doesn't hurt to come across a friendly face knowing that you visit them you are not just a number but instead truly a member of the community.

Make sure to visit the CO BIGELOW store at 414 6th Avenue, New York NY 10011.
We know the “nude” trend has been a hit for the longest time, and to be honest, we totally agree with it! It's truly the classic and delicately made for everyone. Fashion trends come and go, and tonal nude color have always stayed. And this year, it's making the biggest come back for Fall 2021. When you think of fall, muted browns, oranges, greys are usually what associates us with the beautiful season anyways. Nature turns into a beautiful muted nude color, so we could be matchy matchy.

With the fall already here, it's the best time to change your closet into the newest fall trends. From fall colors that range from nude, khakis, muted grey, and a little bit of pattern, there are a multitudes of ways and colors that you can include into the perfect fall wardrobe. This year is the year of the muted colors, and no more pastels. Summer is gone and past, we have to get ready to dress warmer, which means layer and boots on layer and boots!

Starting with the nudes, it practically matches with almost any color. But, the most important thing of all is that you can go monochrome with your outfit. Muted browns top, with a muted brown bottom is the newest chic style. It brings together the look, giving you the classic outfit that you can go anywhere.

Nude tones naturally complement any skin tone. Muted hues just about matches with anything. And luckily for us, both are having a big moment this Fall. When styling the perfect outfit, make sure to add a little texture or pattern to complete your look. Although wearing the colors is already amazing enough, to make your outfit stand out a little touch may do. Wearing the same theme from head to toe looks pretty even with breaks of patterns.

After you get the basic fit down, the next step is to layer it on. The best part about fall ensembles is the building of the layers. Layering can be super overwhelming, especially when there are too many parts to it. However, nudes have such a wide range, it becomes easy to build using the same hues on the color spectrum to complete your look. Practically any bold color can contrast nude tones, so do not be afraid to just create the color block to complement your wonderful outfit.

The thing about tonal nudes is that they are always so elegant. It truly is a classic. Because they are more on the softer colors, it is easier to mix and match. With a touch of texture here and there, the look just becomes so well put together.

The possibilities are endless. Any piece that you pick up, whether it be the perfect khaki cargo pants, or a beautiful muted orange blazer, your outfit somehow just falls together. Add a personal touch of your favorite accessory and you are ready to walk the streets. Just make sure to do one thing when you do, flaunt it off and show your boss side!
VINTAGE SHOPPING LOVE!

WRITTEN BY JESSICA LAU

THRIFTING HAS BECOME QUITE THE POPULAR THING FOR SHOPPERS’ GO TO, FROM SHOPS SUCH AS L TRAIN VINTAGE, BEACON’S CLOSET, TO ONLINE THRIFTING WEBSITES SUCH AS DEPOP AND GRAILED, THE AMOUNT OF CLOTHES TO CHOOSE FROM ARE ENDLESS. NEEDLESS TO SAY, THERE IS ALWAYS A GEM IN A HAYSTACK, AND THE FAMOUS SAYING “ONE MAN’S TRASH IS ANOTHER MAN’S TREASURE.”

To start everything off, thrift stores - online and in person help reduce their carbon footprint while supporting the community. The way fast fashion has been set, and the amount of waste fabric that has been thrown out from different brands creating more of an environmental waste to our world. The fashion industry has had a tremendous impact on the environment, no doubt. And to be honest, being able to save the planet all the while also shopping for your favorite clothes? Definitely the best of both worlds!

This goes without saying, but no thrift store is the same, which means no piece that you find is the same. There is a gem in every thrift and more than enough to share. Fashion trends come and go, then come back, so thrift stores, in a way, serve as a time capsule where we can find trends that fit our own individual aesthetics. The greatest example being the Y2K aesthetic coming back, and with the plaid, and patterned shirts, vests, coming back, we can definitely find a little piece of everything while thrifting.

There is a saying that every piece of clothing has a story, Basic (but not so basic) tops to unique vintage pieces do help bring a smile to those who come across it. Every person has their own personal style, and surprisingly, many brands don’t have the specific piece of clothing a person needs to complete the outfit. And let’s be real here, the options are endless! Pieces that are possibly hand made, to a specific customized (but ever so fitting) piece can show up.

Not to mention, the world of thrifting is such an affordable option for those who want the style but do not want to break the bank. Going into the thrift store with $20, can give you a whole outfit. Or perhaps, you want to be on trend without using up your whole budget. Tell me you don’t love that!

Yes, the reality of thrifting is that you have to dig through a bunch of clothes before finding something you like, or perhaps unluckily finding nothing at all. But, hard work does pay off when you score a piece for a deal, and end up falling in love with it. The thrill of finding the one piece that puts a smile on your face is so worth it, the feeling just continues to overwhelm from the moment you bring it home to when you actually wear it.

Oftentimes, you might come across a piece that is great quality, or perhaps you want to just explore your style. Whatever the reason may be, in the end vintage is still vintage and it is always a treasure.
GET TO KNOW

Mae Rose

THE GLASS CEILING FOR FEMALE MUSIC PRODUCERS WAS OFFICIALLY SHATTERED ON JANUARY 28TH, 2020 WHEN TRACY YOUNG WALKED AWAY WITH GRAMMY GOLD, AS THE FIRST WOMAN TO EVER WIN ONE IN THE CATEGORY OF BEST REMIXED RECORDINGS. FROM THAT DAY FORWARD, THE MALE-DOMINATED WORLD OF DJING, RECORD REMIXING AND PRODUCING HAS BEGUN PAYING ATTENTION TO FEMALE TALENT ON THE RISE. ALLOW US TO INTRODUCE YOU TO MAE ROSE. THE UKRAINE NATIVE LIVING IN NYC IS MAKING HER MARK ON THE CONCRETE JUNGLE.

Mae Rose, like most aspiring artists, started at a young age. She began taking piano lessons at the age of seven and soon after started singing and writing her own songs. It seemed that the more she dove herself into her craft, the greater the commitment became. But this was easy for her. She had true passion and was always surrounded by it; allowing her to enrich herself with it.

Yet, passion and talent aren’t the only things needed to succeed. The artist admits that “creativity is so hard to come by” noting that it’s important to learn how to self-inspire, as well as find inspiration from all the things around you. Whether you are just living life, or finding that one thing that holds your drive, nothing can happen unless you are first and foremost, believe in yourself. Starting off as a musician can be a thankless job, with businesses often paying you minimal to nothing for your time and talent. But it becomes a rite of passage, because if you are not willing to do it, someone else out there will. If that alone was not enough, then you must add the pressure of everyone who is also trying to make it in the same path. However, Mae Rose didn’t allow for any of that to dim her light. In fact, one of her favorite quotes to live by is, “I do what makes you happy and don’t let anyone else tell you what to do.”

Through her journey, she started by becoming a DJ. This allowed her the freedom to become her own producer, manager, and do what she loved. Being able to perform for crowds, Mae Rose knows this was the path that would make her happy. With each new performance, her passion of singing and writing songs began to re-awaken, until she

realized that while performing was rewarding, the goal would be to take the leap of faith into the artist world and sing. Recording a few demo releases, she found her niche in pop, electronic, alternative, drum & bass, with a sprinkle of dubstep.

Without spilling too much about upcoming projects for Mae Rose, she tells us that she is currently working on her EP with a Private Listening party soon. And though we cannot release many details, we will ensure you that Mae Rose-girl bussed a little too close to the sun (if you get our drift!).

Make sure to check her out @officialmaerose and you can find all her released singles on Spotify, Apple Music, and YouTube. Happy Listening!
It does take a while though, to slowly be okay with yourself. Stop assuming you know what other people think. We are not mind readers for many reasons. All we are doing is just assuming, and those assumptions are the pitfalls from the roots of our own insecurities. We take what we don’t like and think about the worst outcomes, and place those thoughts on others. When that happens, try to catch yourself, take a pause, and remind yourself that this is not actually what is in their head, but rather can be just your inner monologue creating a situation that was not intended to happen.

Whatever it meant to happen will happen. If something fatalistic was bound to happen, there is nothing that can stop you from preventing that. The tranquility within yourself is what you can control. Your own self peace, for your own sake.
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THE INDUSTRY BULLY - SUCKS

WRITTEN BY NATALIE GARCIA

THERE'S A FINE LINE BETWEEN CONFIDENCE AND ENTITLEMENT. UNFORTUNATELY, IN THE BUSINESS OF DESIGN, BEAUTY AND SKINCARE, CONFIDENCE FLIRTS WITH ENTITLEMENT.

And why is that? Simply put, people high in entitlement believe that they should get what they want because of their sense of deservingness is not based on what others believe but just because of who they are. But it doesn’t end there, you see, they also believe that they’re just better than all else around them.

But how does this affect us in business? For most, it doesn’t because they are smart enough to know not to get involved with them. Then there are the few that try to find a happy medium and end up being bullied and taken advantage of. Therefore, for those few that want to deal with the industry emotional bully, here are some ways to deal with them (until you just don’t).

First, be prepared because they will never play fair. Therefore, breathe and thicken up your skin – because you will have to be firm quite often when declining their unreasonable requests. Keep in mind that entitled people will make all requests appear as favors, but they will never feel the need to do anything in return. This mainly happens because they tend to manipulate people and situations. They will be your best friend when things go their way, but the moment it doesn’t, they will quickly get threatening and hostile (at least a tantrum). Therefore, once again, breathe, and focus back on saying NO and moving on.

This goes hand in hand with learning to treat everyone fairly. Chances are that this individual is in worse shape than they lead on. Therefore, show compassion, all while remembering that there’s only so much you can do. If you are working with an entitled person, it’s probably because you are a compassionate person who wants to contribute. You were to make a difference in the world supporting others. They are your opposite. They only think of themselves. They want to win and want to be admired for it.

The bottom-line is simply this – if you stick to your boundaries, treating everyone equally, you will be helping mold behavior. But if nothing changes, then we go back to saying NO... just don’t work with them. Your kindness is who you are and those that are too blind to see it, well, that’s a reflection of them.
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FILA LAUNCHES A NEW WOMEN’S SIZE-INCLUSIVE PERFORMANCE COLLECTION

FILA ANNOUNCES THE LAUNCH OF ITS SIZE-INCLUSIVE ACTIVEWEAR COLLECTION, FILA PERFORMA, RANGING FROM XS – 4X. FILA PERFORMA EPITOMIZES THE EVOLUTION OF FILA’S ICONIC LEGACY IN SPORT AND STYLE, AND REFLECTS THE BRAND’S CONTINUED COMMITMENT TO INNOVATION. DEFINED BY PASSION AND SOPHISTICATION, FILA PERFORMA IS A WOMEN’S ACTIVEWEAR LINE FOR AND BY WOMEN OF ALL SIZES.

The line consists of 88 pieces of apparel including: sports bras, tank tops, short sleeve tops, long sleeve tops, hoodies, sweaters, bike shorts, leggings, and joggers. FILA Performa includes two different collections for Fall 21, with its debut revealing 52 pieces in a color palette of black, white, navy, bright pink, coral, blue and gray marble pattern, and trend-forward tie-dye prints. The second drop is highlighted by navy, lavender blue, and pink hues, with ribbed detailing throughout.

With refined style and superior function, the collection is the proud product of next generation engineering, technology and design. Its utilization of ergonomic cut-lines, invisible support and the brand’s most advanced fabrications to date are intended to infuse unstoppable levels of strength and confidence into every sweat session and beyond.

Created over the course of 18 months, FILA’s designers and fit experts worked closely to conduct extensive research and roll out a wear testing program to create the brand’s most advanced fabrications. Designed for working out and beyond, FILA Uplift, FILA-LUX, and Forza by FILA are three key fabrications created to endure everyday activities and the most arduous exercises. The technological innovations include:

FILA Uplift can be found in all of the bra tops and a selection of tank tops, short sleeve tops and long sleeve tops. To provide support and breathability where it’s needed most. Created with LYCRA®, the fibers offer four-way stretch and shape retention. The fabric also consists of moisture-wicking technology and is completed with an antimicrobial finish to keep you dry and odor-free. Its cool-touch feel provides maximum comfort.

FI-LUX is featured in a selection of tank tops, short sleeve tops, long sleeve tops, hoodies, sweaters and joggers, with a focus on comfort. Naturally breathable, the fabrication feels luxurious and silky soft, and lightweight to the touch. The material is completed with moisture-wicking technology that keeps you dry and a four-way stretch that moves with you.

Forza by FILA is incorporated into all of the biker shorts and leggings, meant to compress, lift and sculpt the body during activities. Made with LYCRA® fibres that ensure shape retention and enhance freedom of movement, the breathable texture maintains comfort by way of moisture-wicking and anti-odor technology. Finished with COOLMAX® lining, the fabric keeps you dry and cool.

To celebrate the launch of FILA Performa, the brand will be partnering with female-owned workout studios and instructors throughout the country, allowing consumers to experience FILA Performa firsthand.

FILA Performa is available for purchase on FILA.com and ranges from $35 - $108. FILA Performa for men will launch in 2022.

For more information, please visit www.fila.com/womens-workout-clothes. Join the social conversation on Instagram, Facebook, Twitter, and TikTok. @filausa, @fila-performa.
ANYONE WHO’S BEEN IN A RELATIONSHIP BEFORE WILL TELL YOU THAT THEY HAVE HAD AN ARGUMENT WHERE THEY KNEW THEY WERE WRONG BUT JUST COULDN’T ADMIT TO IT. HOWEVER, WHAT THEY MAY NOT REALIZE IS THAT CHANCES ARE, THEIR PARTNER KNEW IT. WHEN YOU LIE, YOUR TONE OF VOICE MAY JUST GIVE IT AWAY.

There are many reasons as to why an individual may refuse to admit being wrong. From a fear of looking weak or not appear perfect or failing to separate actions from character. And the reality is that it is our culture that is to blame. We have reinforced the feeling that mistakes associate with wrongdoing. Therefore, intense shame, toxic emotion, or just being viewed as a bad person is immediately associated with the action. Therefore, when in a position of needing to admit error, it becomes impossible for them.

But this feeling of insecurity is more than emotion deep. The mere thought of lack of control that may lead to failure and imperfection can lead to feeling humiliated. Our subconsciousness often associates this fear with the need for perfection. Therefore, agreeing that they are wrong, would be agreeing they are not perfect.

Lastly, we have the individuals that will simply not care. They just don’t care about the truth because their reaction is based on facts, or at least facts that were there for their interpretation. These individuals want something to be true, and no matter what is said, nothing will convince them otherwise because their desire will outweigh everything.

But if you are trying to change – remember this; Admitting you are wrong,
Shows confidence and integrity;
Shows you are human;
Demonstrates self-awareness.

And most importantly, it shows you care, and will ultimately strengthen any of your relationships.
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Reebok and Japanese fashion retailer, BEAMS, announce their latest product collaboration: The Club C Laceless Mule - A versatile, genderless silhouette designed to complement every outfit.

Founded in 1976, BEAMS initially imported and sold fashion and homeware products displayed to feel like a student dorm room. Within a few years, the company quickly expanded its reach to the American east coast and European trends and eventually created its first women's label and store, Ray BEAMS, in 1984. Throughout the past forty years, the company has obtained legendary status in the world of streetwear and continues to expand its category offerings, earning a strong reputation in cross-brand collaborations.

While Reebok and BEAMS have worked together on several past collaborations throughout the years, the fashion retailer is beyond thrilled about the new silhouette and continued partnership. "We couldn't be more excited to work with Reebok once again," said Shingo Arai, Head of Buying for BEAMS. "The Club C's major appeal is its classic look with a trendy feel. By designing the Club C Laceless Mule, we wanted to keep that overarching idea, but focus on creating a shoe that could be worn by everyone and used as both a standout and neutral accessory."

A military-inspired silhouette, the Club C Laceless Mule (3120, GXB363) keeps the authenticity and cleanliness of Reebok's Club C, while incorporating the unique style and lightness of a mule. The new model will be offered in a White/Cold Grey colorway and, like previous collaborations between the brands, includes a removable and interchangeable custom window box that highlight the BEAMS and Reebok logos on the left shoe, as well as the QR code logo on the right.

The Club C Laceless Mule will be available for purchase on Beamsco.jp starting September 25 and available worldwide at Reebok.com and select fashion retailers starting October 1. The silhouette will range in unisex sizes, 3.5-12, 13.

ABOUT
The first BEAMS shop opened in February 1976 in a tiny space of only 21.5 square meters (230 square feet) situated subtly inside of a building that later entirely became the current menswear flag-ship, BEAMS HARAJUKU. A pioneer of lifestyle retailing, BEAMS imported and sold fashion and homeware products displayed to feel like a UCLA student dorm room and named its shop, American Life Shop, BEAMS. Within a few years, the company quickly expanded its reach to American east coast and European trends by newly creating the BEAMS P and International Gallery BEAMS stores in 1978 and 1981, in response to growing demand for women's styles. BEAMS' first women's label and store Ray BEAMS was started in 1984. New categories continued to be added, and BEAMS developed numerous labels with dedicated buying and merchandising teams. For every label and store, international and Japanese designer items are supplemented by houses label products that add variety and depth to the merchandise mix.

In the course of growth, BEAMS earned a reputation for itself in cross-brand collaborations. Buyers often customized designer products to better fit the Japanese psyche or to add a special detail to a popular model. In 1997, BEAMS collaborated with Motorola to produce specially designed mobile phones and gadget-compatible apparel. Since this period, collaboration projects rapidly increased, and BEAMS engaged in several notable collabo-ration projects with authentic international and domestic brands - many of which are featured in the 2017 Hatori publication BEAMS beyond TOKYO. To this day, BEAMS is a privately-owned company headquartered in Tokyo, Japan. Yo Shitara is the owner and President of BEAMS Co., Ltd., which was founded by his father Eisawa Shitara. Most of its approx. 150 stores are widely spread across Japan, while its international locations include Taipei, Hong Kong, Beijing, and Bangkok.
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Created by Chef Maneya, The Bite Foodie, author, chef and nutritionist.
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CONFIDENCE

YES, WE’VE BEEN THROUGH THIS BEFORE. WITH THE NEW STANDARDS, AND OLD STANDARDS THAT WE SEE ALL OVER THE WORLD AROUND US, FROM SOCIAL MEDIA, TO BILLBOARDS, TO JUST BEING IN PERSON, IT IS EASY TO BE GREEN WITH ENVY WHEN WE SEE SOMEONE WHO WE THINK LOOKS BETTER THAN US. BUT, WE HAVE TO GET THAT OUT OF OUR HEAD. WE ARE WHO WE ARE, AND WE ARE BEAUTIFUL JUST THE WAY WE ARE.

Body confidence has always been a “You should just love your body! Problem solved!” type ordeal, and not really acknowledging all the other factors that go into loving your body. We only have ourselves, and it gets tiring trying to fit into the ideal body. We have seen it all over, from fitting into society’s standards; Standards that are not even consistent and have such a huge variation of what the perfect body should look like.

However, we get it. Saying we should love ourselves is easy, but actually doing it is the hard part. No matter what size you are, being comfortable with your own skin is simply amazing. Take it from the amazing body positivity celebrities such as Lizzo, Chrissy Teigen, Serena Williams, (the list goes on) is such love and power. We might spend our precious time obsessing over facing a few pounds, stop eating our favorite foods, covering our natural self to achieve unrealistic standards, but you know what? You are already amazing as is! We know the journey is not easy, but it is totally worth it, right?

Not going to lie though, it is far easier to say that you should embrace your body as it is. Being in a cycle of continuous years of advertisements, and outside influences of how a certain body should look can take a toll on our thoughts and feelings. Those thoughts and feelings that you have in your journey to loving yourself and body confidence are one hundred percent valid, and being uncomfortable in certain parts of your journey is part of the growth in loving yourself.

The beginning is usually the hardest. At first, we were like “nope, can’t do it.” We are here to tell you that you can do it. Stand it out, hold on to the love, and know that when you achieve it, it will become better. Meditating, and dealing with daily affirmations, all seem to be too much so quickly, yes. But, we say start small. Do not rush yourself into it. Begin by being in your present, and in the zone all the while still grabbing a bite of your favorite food, perhaps a fish taco, or a slice of pizza, or even just a bite of sushi - do not be ashamed of eating it!

The ride is definitely an emotional rollercoaster, but believe us, your emotions are valid. Remind yourself that you are amazing. Run to the mirror and take that selfie, give yourself that honest confidence boost from yourself because, you’re the only you in your life! Words of affirmation do help if you say it out loud. Once you have accepted that, you are very much on your way to soar!

Unfortunately, we will always be critical of ourselves and it will always become a thing. The moment we recognize these harsh criticisms, we should slowly put a stop to it. Let’s instead focus on the present and how we feel as ourselves, both internally and physically. Be proud of how far you have come, and slowly accept it.

Loving your body, and self-love is such a wondrous thing. Like the song “Make It To Me” that became part of the #metoo movement, saying “By the way, you’re safe with me.” is a good happy feel-good song to start of your happiness journey.
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