



Pinki Gosal, Priti Patel and Monal Patel founded Vasanti with a mission to create products to flatter yellow-based skin tones. Ten years later, their brand has secured an incredibly loyal fan base centred on the celebration of individual skin tones and colours. Vasanti now offers solution-based skin-care and cosmetic products, which are available at select Shoppers Drug Mart and Rexall Pharma Plus locations.

Pinki Gosal, Priti Patel and Monal Patel, Vasanti

the colour queens

What's your beauty philosophy?

Our tagline is "I love my colour." We want women to embrace how naturally beautiful they are, and we want to give them great products to enhance their beauty. When a woman looks great she expresses an added confidence and feels happier.

What is Canada's beauty style?

Understated elegance.

What's your favourite product?

Vasanti Wonders of the World Concealer and Eye Wonder Triple Action Eye Treatment Cream.

Who is your favourite Canadian beauty icon?

Karen David. She represents the epitome of beauty inside and out.

What's the best part of your jobs?

Working in the lab, playing with colours and new ingredients to develop the next greatest product.

What do you think the future holds for beauty?

As we develop new cosmetic products, we are placing a strong focus on using ingredients that are beneficial to the skin.

For sources, see page 62. **hm**



Check out our editors' favourite summer beauty products at homemakers.com/summerbeautyproducts.

Insider secrets

These indie brands are a hit with beauty editors.

1. The Soap Girl Cranberry Citrus Solid Body Butter, 55 g, \$15.
2. Beauté Luminous Volume Gloss in Urge, 3 g, \$26.
3. Lovefresh Pink Grapefruit and Tangerine Lotion, 240 mL, \$18.



PHOTOGRAPHY: SABU (TOP); LARA FISHER (PRODUCTS)