

# Alist-ation

SEPTEMBER 2018

BOOTS & BAGS

FAB FALL FASHION

LEXI RIVERA

*Welcome To How America Shops*

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# Alist-Nation

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A-list Nation is the only guide you need to the best of fashion, beauty, health tips, travel and celebrity interviews. All focused on and around America. Subscribe today for your free digital issues and receive them every month right to your mobile device.



SEPTEMBER 2018

# ecos<sup>TM</sup>

evolution of smooth<sup>TM</sup>



**This Product is Made in the USA**

# Making of the Magazine

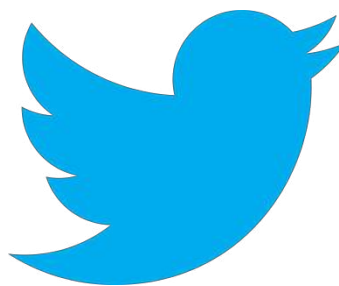
**A-list Nation Magazine takes you behind the scenes of our exclusive photo shoots.** Viewers get to be part of the fun. Our YouTube channel is filled with behind the scenes from the cover shoots, interviews as well as editorial. Tune in to all of our segments for up to the minute videos. Watch everything from fitness, cooking, fashion how to's, where to travel, to beauty and skincare tips. Follow us on Instagram to see exclusive photos and get to know our editors. But the magic really happens on IG Story and Snapchat when you get to be part of the shoot with live updates. We love to interact with our readers so join the fashion crazed moments and help us pick our upcoming cover story. Want to be part of the A-list Nation team? Email us, tag us or comment on our Facebook page. Want to stop by and meet the editors, pitch a story, or submit an editorial? Fill out the form on our website and lets make it happen!



## On YouTube

[Youtube.com/alistmag](https://www.youtube.com/alistmag)

Our YouTube channel gives you a chance to get to know the team behind the issues. You get how to tips on everything from fashion and beauty to cars and road trips. The BTS of cover shoots and celebrity interview to get party ideas. Enter to win great prizes and a chance to be on set at our next shoot. Subscribe now and get a peek into the making of the magazine. Find the best places to visit, eat and shop. Get to know all the best places to vacation and the best deals. Visit our YouTube channel Nationalistmag and make sure to subscribe. Want to be part of the Nation-Alist team? We are always looking for great hosts. Each week we select someone from a different part of America to share with us and our readers their favorite places. To submit please go to [nationalistmagazine.com](http://nationalistmagazine.com) for more details.



## Twitter

[Twitter / @alist\\_nation](https://twitter.com/alist_nation)

Add us on Twitter and Snapchat to get to be a part of everything we do. Whatever we're doing you're there for the ride. We have crazy take overs from all your favorite celebrities as well as favorite models, YouTubers, Viners and so much more. You never know what we will be doing if it's a photo shoot, road trip, or just hanging out. You can also win amazing prizes like shoes, bags, makeup, and all kinds of things for guys too. Backpacks, wallets, event tickets and so much more. Get to be part of the fun by getting to take over our Snapchat. If you think you should take over our account let us know and you may be sharing your crazy life with all our readers.



## Instagram

[IG @Alist\\_nation](https://www.instagram.com/alist_nation)


Follow us on Instagram for all of our incredible photos you get to be the first to see our editorials. We love finding new talent so if you're a photographer that wants to be featured or a model tag us in your pics. Are you a makeup artist or hairstylist tag us in your best work. Want to tell your story on our pages let us know. We are a platform that showcases the best of the best so show us your best and be included on our feed as well as website and magazine. Lets collaborate on a great project together. Do you have a brand you want people to know about tag us to be featured.

# KIND Bar



We believe if you can't pronounce an ingredient, it shouldn't go into your body. Actually, it shouldn't even go into your pantry. That's why all KIND Healthy Snacks are made from all-natural whole nuts, fruits and whole grains. No secret ingredients and absolutely nothing artificial here. Just a delicious way of getting your body essential nutrients like fiber, protein and antioxidants (to name a few). There's healthy. There's tasty. Then there's healthy and tasty. At KIND, we believe you deserve both—we call it our brand philosophy. That's why you'll find all of our snacks are pretty much the nirvana of healthful tastiness. What began with just 8 bar varieties in 2004 has grown to over 22 bars and 6 Healthy Grains snackable clusters, and a multitude of new recipes being perfected and refined to our standards in the KIND kitchen. So whether your snacking style is choosy or adventurous (or a little bit of both), here's something to celebrate: we'll always be thinking up new ways to delight your taste buds and keep your body happy.

# September

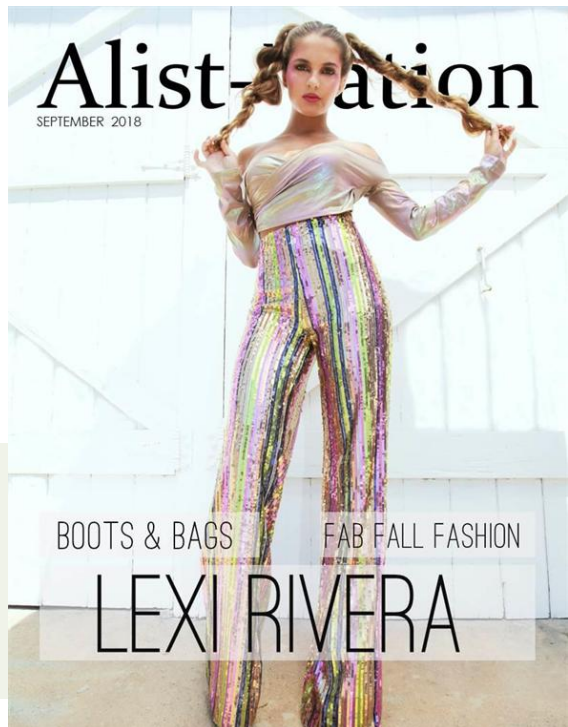


Is it really September!? We are so excited for fall 2018. We have so many fun and exciting things planned make sure to follow us on social media to get up to date info. Did someone say Fall Fashion? Yes we did! This issue is filled with amazing fall fashion, great beauty looks and exciting places to go. Our love for fashion shines through on every page, every issue, every year. Meet our September cover girl Lexi Rivera on page 78. As a social influencer she is living her best life and we all get to follow along via her YouTube channel. Hello Fall, we have picked the best Places to vacations this fall check it out on Page 44. Health is always included in our issues as we feel it's so important to stay informed page 56 to be in the know. The team here at A-list Nation has worked hard to keep growing. Be inspired by some remarkable women that have overcome so many obstacles to be able to say they followed their dreams. We think that if you put your money where your mouth is a lot can change. So don't just read about them show your support by using their services or buying their products Page 70 We started with a big idea and a small group of talented people. The work load was and is huge and the hours long but some how we managed to get each issue out. If you would like to be part of our team, the info's on our website. A-list Nation gives Women Owned Businesses, Made in America products, and smaller companies a platform to help them grow. We believe that where you spend your money matters. Remember this is a **labor of love** and we need you by our side. We hope you enjoy this issue and spread the word about A-list Nation by sharing us with your friends and family. Did you know you get our digital issues for free all you have to do is subscribe. Tell us about your favorite products and what you would like to see more of. Tell us about amazing companies so we can feature them and help support their growth. Now find your favorite place to unwind, fill your glass with some ice tea put your tired feet up. and enjoy another amazing new issue of

*A-list Nation Magazine*

Oscar de la Renta  
Crystal Delicate Flower Necklace  
Made In USA  
neimanmarcus.com

# Behind The Scenes Of The September Cover



Lexi Rivera covers the September issue. Kicking off fall with a bang. Fashion Editor Jazmin Whitley brings us fashion forward Californian inspired fall looks. Creative Director & Photographer Susie Q captures Lexi's natural flare. Lisa G Artistry knows exactly how to bring each makeup look to perfection Page 78



Anastasia Beverly Hills



Lancome  
Grandiose Bendable Liquid



Omega 3 Ultra-Moisturizing Lotion  
thechoosychick.com

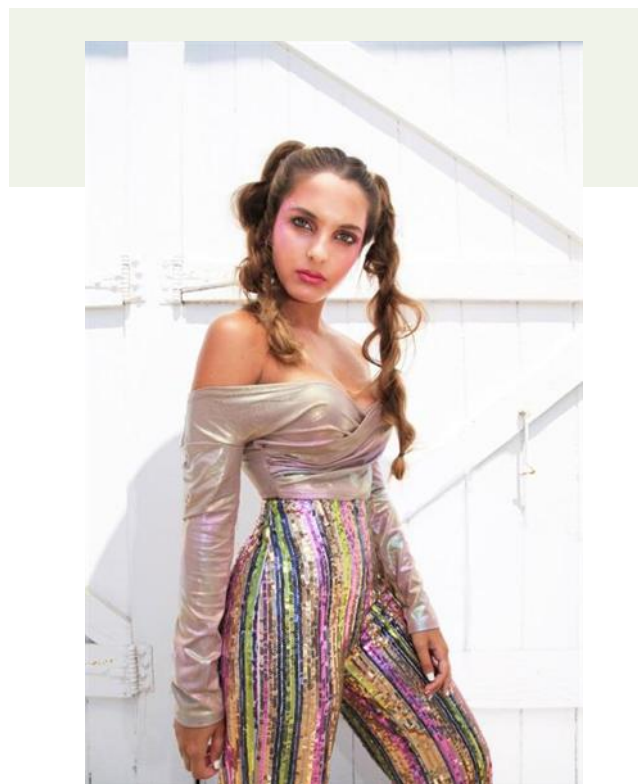
Photographer : Susie Q @photosbyJJS  
Fashion Editor : Jazmin Whitley  
Hair & Makeup : Lisa G Artistry

Top by Topshop  
Pants by Boohoo

NARS  
Dual-Intensity Eyeshadow



Lip Glaze  
cloveandhallow.com







Exclusive  
Cover Story – Page 78

SEPTEMBER 2018

# In THE KNOW



Follow us on Twitter for a chance to win great American made products. @alist\_nation  
Post a photo of your favorite products to our Facebook page and you can be the next winner. Facebook.com See all the behind the scenes pics on our instagram #alistmag and visit our YouTube channel for all the behind the scenes from our cover photo shoots , backstage and interview videos. Stay connected for all the latest news. Do you want to see your images in Nation-Alist you might be the next editorial published check our website for all the details. nationalmag.com Your opinion means a lot to us so share it with us, it's the only way we can bring you what you want. If you want to be a contributor email us we would love to see your article in the next issue. Every issue of Nation-Alist magazine is packed with American made products, artists, companies and everything in between. We love our country and the products we make so next time you see a product you love share it with us.



#MADEINAMERICA

Nation-Alist is on a mission to make American made products your first choice. Help us get the word out and you can win amazing prizes or your chance to be invited to our magazine issue release party. Walk the red carpet and rub elbows with celebrities.

Nation-Alist is on a product and story hunt. If you have a product made in the USA let us know. If you are looking for a product you can't find we can help. Be part of the solution not the problem. We all can just complain that we want more products made in America or we can do something about it.

## Interact With Our Editors On Social Media:

Follow Alist\_Nation to win

Twitter @Alist\_Nation

Instagram : @Alist\_Nation

Jazmin Whitley – Fashion Editor @JazminWhitley

Amanda Ckourey - Beauty Editor @AmandaCkourey

Anthony Nappier - Music Editor @AnthonyNappier

Joey Costa – Photography @JoeyShots

# Fashion Editor

# Beauty Contributors



**Name:** Jazmin Whitley

**Now:** Alist Nation's Fashion Editor and go to girl for everything fashion. Wardrobe Stylist.

YouTube Series : Closet Raid TV

Head fashion designer for [jazminwhitley.com](http://jazminwhitley.com)

**Playlist:** R&B, Country Music, Top 40

**Favorite Food** Italian and Mexican food

**Charity:** I have been a advocate against child labor for many years.

**Admiration:** First would be Jesus and then my grandparents their example of faith has been an anchor in my life.

**Dream Gig:** I think I'm living my dreams right now but I would like to some day do an extended travel of the world.

Follow Jazmin for fashion tips & trends

@JazminWhitley



Lisa G Artistry

Hair and Makeup Artist / Photographer @lisaGartistry  
Owner of The Foundation studio, Laguna Beach.



**Name:** Teresa Ammons

**Now:** Makeup Artist

**Playlist:** Top 40, but I love all music.

**Love:** My husband and family

Instagram @TeresaAmmons

Follow for Beauty Tips and product reviews



**Name:** Anthony Nappier  
**Now:** Alist Nation's Music Editor / Actor / Singer  
**Playlist:** Classic Rock, Led Zeppelin, Day to Remember.  
**Favorite Food** Steak, Sushi, and Mexican food  
**Charity:** I support all charities that help kids get a chance to learn music and the arts.  
**Love:** Star crush would be Angelina Jolie  
**Admiration:** My mom and dad  
**Dream Gig:** I love entertainment, so I would like to always be able to work in the field that I love. Follow Anthony for all music updates and event info. @anthonymappier

**Name:** Joey Costa  
**Now:** Alist Nation's Photography & Video Director. Student at Mt. Sac  
**Playlist:** Classic Rock and A Day to Remember  
**Favorite Food** Italian, Steak, Seafood  
**Charity:** Animals and the Homeless. I also love the Make a Wish Foundation!  
**Love:** My celebrity crush is Keira Knightley  
**Dream Gig:** Not sure what my dream gig would be but I know that I want to be successful at whatever I'm doing at that moment.  
Follow Joey for amazing photos  
@photosbyJJS www.JoeyShots.com





Cover Story : Alli Simpson  
Photographer : Hudson Taylor  
The style was very much inspired by Alli and her edgy yet classy personality. The leather jacket on the cover was so classic rock and roll but the gown in the spread is the utmost sophisticated garment of the day.



Cover Story : Sofia Richie  
Photographer : Viktorija Pashuta  
The style of our September issue was classic back to school with a glam twist. Classic knits and plaid mixed with a rich color palate was part of what made this shoot so effortlessly chic.



Cover Story : Peyton List  
Photographer : Angela  
We had so much fun on set with wardrobe for Peyton. Everything was very playful and patriotic, the white lace dress and crown was the cherry on top of a wonderful cover.



Cover Story : Janel Parrish  
Photographer : Susie Q @PhotosbyJJS Joeysshots.com  
Janel wore bright and playful pieces that get us inspired for a blissful spring summer wardrobe.



# Alistation

## Beauty

SEPTEMBER 2018



**There is Beauty In Doing Good**  
**Beauty & Fashion Page 38**

Meet a company that has replaced goose down with a sophisticated recycled-polyester padding, called PLUMTECH®. This technology was created to avoid animal-cruelty.

SEPTEMBER 2018

# DermDash

DermDash is an online scheduling service for the cosmetic industry. They offer honest, transparent, real time pricing for cosmetic procedures before you book your appointment. This way, there is no price shock once you go in for a consultation with a doctor. So browse cosmetic procedures, receive personalized quote from the comfort of your own home, then book a free consultation appointment with your preferred doctor to lock your prices.

Browse cosmetic procedures, receive personalized quote, select your best doctor and then book a free consultation appointment through the app.

Best of all it's 100% free. There is no additional charge to use the service!

DermDash includes the Yelp reviews and rating of all of the registered clinics so that you can be assured that you are getting the best care for the best price.

They make certain that none of your private information is shared with any of the clinics on the platform until you purchase your offer. DermDash keeps all of your information 100% secure.

You are able to receive multiple bids from multiple doctors. Compare and shop for cosmetic procedures right through this platform without having to leave your home or call multiple clinics.

Which procedures are available?

## Laser Treatments

Tattoo Removal, Laser Hair Removal, Fraxel, IPL, Photo Facial

## Fillers

Juvederm, Juvederm Plus, Voluma, Restylane, Radiesse, Sculptra, Perlane, Belotero

## Treatments for Fine Lines and Wrinkles

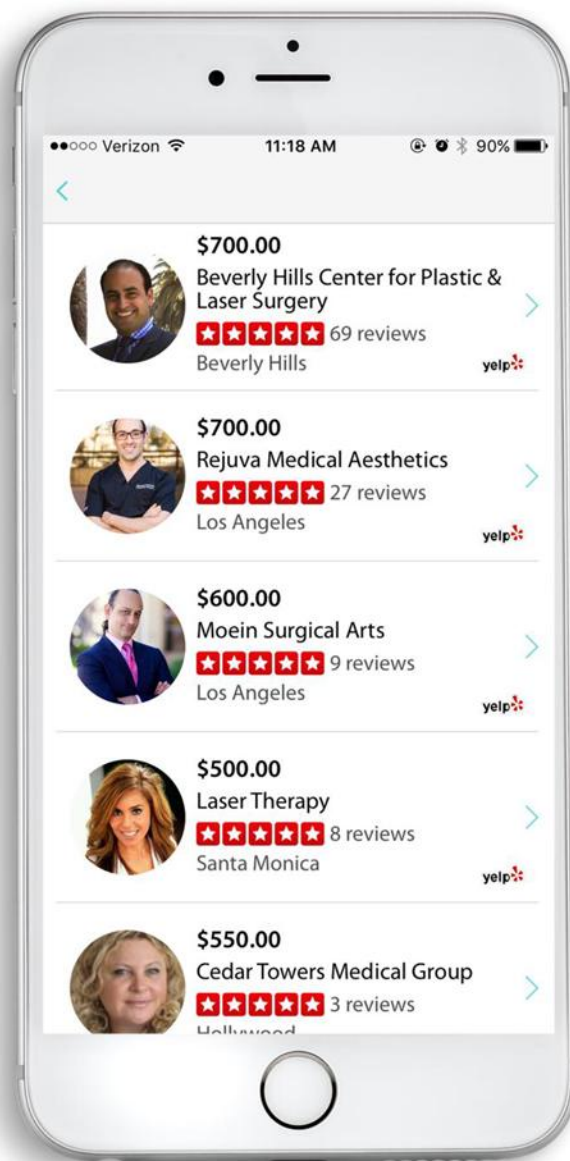
Botox, Dysport, Xeomin

## Spider Vein Treatment

## Chemical Peels - ViPeel

## Body Contouring

CoolSculpting, Thermage, Ulthera, Kybella



## DermDash App

The app is so easy to use! You can search for the best price on a procedure with the assurance that any doctor you pick is a top rated doctor. The app does all the work for you. [dermdash.com](http://dermdash.com)



## Botox

Botox is the term most commonly used to describe a treatment that's considered a muscle relaxer. Each brand of muscle relaxer is derived from the same toxin, called botulinum toxin A. Botox is only one of the several brands of muscle relaxers available to treat wrinkles such as forehead wrinkles, crow's feet, frown lines, and neck bands. Other brands include Dysport and Xeomin. Each of these muscle relaxers has its own particular use. Live free, pure and simple with Petal Fresh. From our garden to your body, our organic ingredients leave you looking and feeling naturally beautiful.

**Dysport** takes effect quickly and has lasting effects. It can be used for crow's feet, elevens (the vertical lines between the eyebrows), frown lines, and forehead lines.

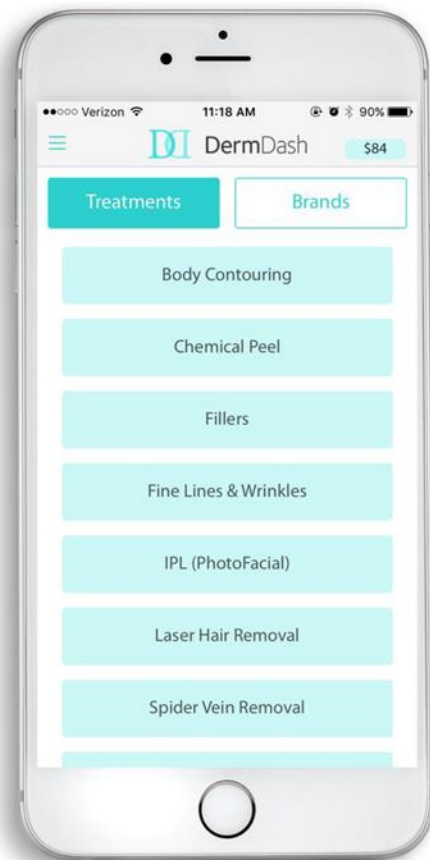
**Xeomin** is a lesser known muscle relaxer that has been approved by the FDA. It is capable of treating the same areas as Botox and Dysport. Your doctor will determine which treatment is best for you based on the severity of the wrinkles that you'd like treated, as well as which is most cost effective. Each brand has little differences, so be sure to discuss all of your options with your doctor before making a decision.

## Laser Treatment

Laser skin resurfacing is done with a laser that emits concentrated pulses of light. It's used to treat a variety of symptoms, such as fine lines, skin discoloration, and light scarring. These various lasers work in different ways, depending on what kind of laser is being used and what sort of blemish or line is being treated. While IPL (intense pulsed light) is listed under Laser Treatment, it is technically not a laser, but a broad spectrum of scattered light. It's used to treat sun spots, redness caused by broken blood vessels, unwanted hair, and fine lines. The Fraxel laser is a fractional laser that is able to target small areas at a time. The laser beam is broken into thousands of microscopic treatment zones, allowing it to treat particular areas while remaining non-invasive. The Fraxel laser treats discolored skin spots and wrinkles. Both of these lasers are capable of performing laser hair removal as well. There are numerous IPL lasers that are capable of performing this non-invasive procedure. Choosing the right one depends on your skin tone, hair color, hair type, and the size of the area you want treated.

## Dermal Fillers

Fillers are a popular way to add shape and volume to particular areas of the face that begin to lack or sag with age. These areas include smile lines, cheeks, chin, and under the eyes. Dermal fillers are best used to plump lips, add volume to shallow contours, soften wrinkles and creases, and improve the appearance of indented scars



Certain fillers, such as Radiesse, Juvederm Voluma, and Perlane are thicker fillers that can be safely used in areas such as the cheeks and chin. Thinner fillers like Restylane and Restylane Silk, Juvederm, and Belotero can be used in smaller areas and finer lines that need to be treated with extra caution and care. Sculptra is a filler that works differently than others. It is injected as a way to stimulate collagen production that naturally creates volume.

## Chemical Peels

This form of skin resurfacing comes in many varieties and ranges widely in treatment. Chemical peels are effective in fading the appearance of severe acne scarring, skin discoloration such as sun spots and redness, and smoothing wrinkles. It works by removing the top layers of the skin to reveal fresh, unmarred skin beneath. Peels such as glycolic and salicylic acid peels are more mild and can be done quickly, what doctors call a "lunch time peel." Several of these mild peels over the course of a few months can have a radiant effect on skin. More intense peels include the VI Peel, Cosmelan, Jessner's, and TCA peel. These peels are created with the intention of accomplishing in one session what mild peels accomplish in several. These peels are left on for hours, can be washed off at home, and leave the affected area peeling for up to several days. [dermdash.com](http://dermdash.com)

# That's it.



That's it.® was founded to improve the quality of life of children and adults worldwide by making fruit and its benefits accessible to people everywhere. Through education, focused research, sustainability and ethical practices, That's it's.® mission is to provide products to improve, protect and restore the body. Our journey starts with That's it.® fruit bars. A product that focuses on fruit and delivers unprecedented taste, texture and cleanliness of ingredients listed on the product label. That's It.® bars grew from the idea that nature knows best. We agree. We believe that adding a bunch of extra stuff to natural fruit only takes away from the purity and balance that nature intended. Ingredient lists have never been this simple and this clean until now. We use only natural, non-GMO fruit and nothing else. Our goal is to make it convenient for people to get their "2-a-day." That means that you get 2 whole servings of fruit from just one That's It.® bar. With taste, convenience and portion control, That's It.® has raised the bar on fruit. [thatsitfruit.com](http://thatsitfruit.com)

# In The Bag

## Ray-Ban Aviator

Large Metal pilot bronze metal sunglasses with green/brown gradient lenses. Come in a designer-stamped case. [sunglasshut.com](http://sunglasshut.com)



*look as cool as a falls day!*



## Anthelios AOX Antioxidant Serum SPF 50

helps visibly improve the appearance of fine lines, dark spots, and skin texture. This serum is formulated with Cell-Ox Shield® technology and a potent antioxidant complex. [Walmart.com](http://Walmart.com)



## Naples Soap Vanilla Lip Balm

Moisturizing lip balm is a rich daily treatment with nourishing vitamin E and aloe vera. Perfect for dry or chapped lips. **Handmade in the USA** [naplessoap.com](http://naplessoap.com)

## Mario Badescu Facial Spray With Aloe, Herbs and Rosewater

A refreshing, hydrating mist to use anywhere anytime. Simply formulated with fragrant herbal extracts and rosewater for a pleasant, pick me up for dehydrated, tight and uncomfortable skin. [ulta.com](http://ulta.com)



## Natural Vegan Mascara

Award Winning Lily Lolo Natural Vegan Mascara from London is easy to apply and will add volume and length to lashes to provide a dramatic effect. A Lily Lolo best-seller, and an everyday essential for beautiful lashes. Vegan, Gluten-free formulation provides long lasting color. Perfect for sensitive skin and eyes. [thechoosychick.com](http://thechoosychick.com)



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# Them Lashes!

Lash extensions are a life changer, if you have them done by the right person they can make your life such a joy. This is the first time I have had them done and I will never go back to normal lashes again. I wake up and feel ready for the day with only minimal makeup now. It took two hours but it was worth every minute. I had them done by Iliana in Pasadena, CA. – Jazmin Whitley

Lash extensions are one of the hottest trends this year. The idea of wearing less makeup while having lash extensions is simply life changing. Young girls and women of all ages are loving the idea of having long luscious lashes when going to the gym, swimming, playing sports and yes even waking up like this! Although lash extensions do not always have to be dramatic and long they can also be made to look natural or give the "mascara look" while shaping your eye. Women are loving that their getting ready time is cut in half with lashes and feeling they look more awake even on their most tiring days.

Iliana shares the importance of seeing a licensed professional for eyelash extensions because there are health and sanitation guidelines that must be met when getting eyelash extensions applied.

The initial lash extension application for your first set takes anywhere between 2-2.5 hours and 1-1.5 hour fills are recommended every 2-4 weeks. Lash extension fills are comparable to nail fills, as your natural lashes grow and shed your lash extension will grow directly with them therefore will need to be removed and replaced.

Tips on how to know you are in good hands:

Initial set takes 2-2.5 hours

Your lash set is weightless

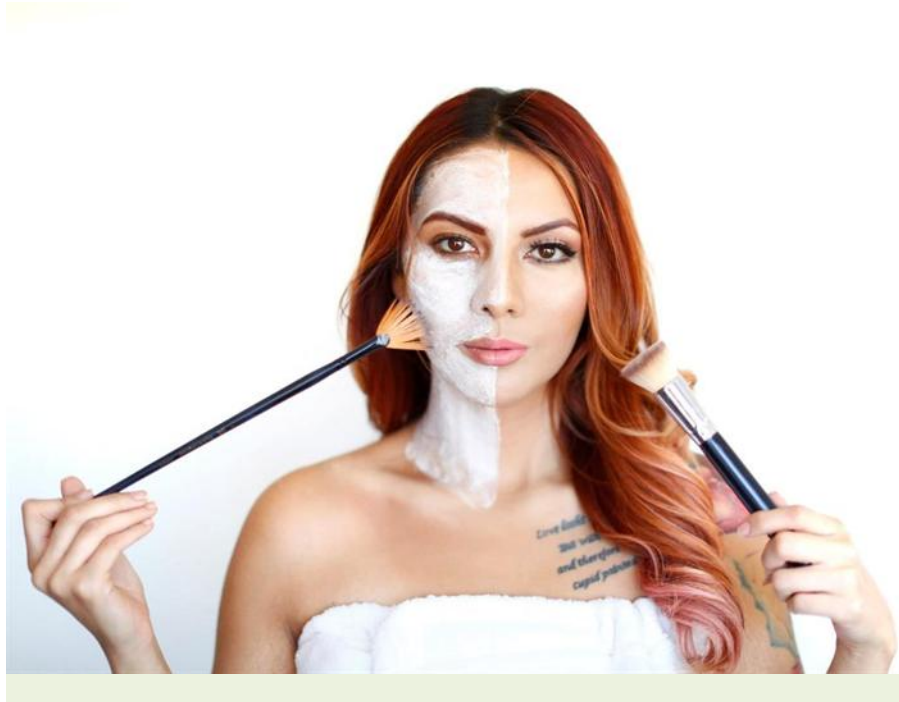
You can comfortably brush them with a clean mascara brush

They do not hurt

Your lash artist encourages you to wash your lashes

You can open and close your eye comfortably

You are not losing more than 5 lash extensions per day



La Dama is a private beauty studio, or as we like to call it a "charming atelier". Iliana, the makeup artist/clinical esthetician strives to accentuate your own unique beauty through makeup, clinical facial treatments, and lash extensions with a safer modern approach. La Dama skin care services range from facial treatments to deep clinical peels, providing you proper education for skin correction, skin health and maintenance.

Iliana La Dama  
761 E. Green St. Pasadena, Ca 91101  
626-975-8848  
[www.ladama.biz](http://www.ladama.biz)

# PEAK 10 SKIN™

For optimum benefits and results we encourage you to be routine about our skin care regime. As the saying goes...you will get out of it what you put into it!

The basic PEAK 10 SKIN™ products are labeled in STEPS 1-4, making it easy for you to know what order to use them. In addition, we have various daily use products and PRN (as needed) products to complement and enhance the basic STEPS 1-4.

FYI - Exfoliation is key to getting the most out of your skin care products. Applying your products to fresh, clean, exfoliated skin will allow better penetration and results from the active ingredients in your product.

## STEP 1 – Cleanse

Gentle Foam Cleanser is just that...gentle, yet it will take off make-up including most eye make-up that isn't waterproof. It contains rose hips extract which also helps with cell regeneration. It is gentle, healthy and doesn't strip your skin leaving it dry.

## STEP 2 – Repair & Treatment Serums

Always apply serums to clean skin. Serums will be absorbed into the skin and begin taking action to hydrate, repair and treat thirsty skin cells. PEAK 10 SKIN™ has four serums to choose from, depending on your skin condition and your desired results.

## STEP 3 – Eye Treatments

Your eyes are the focal point of your face. Be kind to your eye area and provide the nourishment it deserves. The skin around your eyes is thin and therefore needs special attention. Layer the eye treatment you choose on top of the Step 2 serum by patting gently with your ring finger. You may want a lighter cream for day (Eye Spa, Lift, Eye Work) and a heavier more intense treatment for night (BLACK DIAMOND intense eye cream).  
[peak10skin.com](http://peak10skin.com)



## STEP 4 - Moisturizing - Hydrating Creams & Oils

This step is very important to provide added hydration and protection to our skin. Each PEAK 10 SKIN™ moisturizer will hydrate and help to seal in moisture protecting your skin from the environment. We have three choices, based on your needs for AM/PM use. PEAK PERFORMANCE night cream contains 10% fruit acid which will provide a gentle exfoliation and overnight nourishment. If you experience redness, try using every other night, alternating with your AM/PM moisturizer.

## Hydrating Body Products

It is important to use products with pure, clean and effective ingredients on your WHOLE body, not just your face. Hydrated skin is stronger skin. This is very important to remember as we age. Keep in mind skin care is healthcare.

Most people make a genuine effort to care for the skin on their face, but neglect the skin on their body. This becomes apparent when your neck and hands tell your age, despite the effort to keep your face looking young. PEAK 10 SKIN® has high quality product for your entire body.

We believe it is important to maintain proper hydration for all of your skin. We use some of the same ingredients that are in our facial products, in our body products! If ingredients like hyaluronic acid and squalane are great for your face, these ingredients are also the best for your body to provide a healthy level of hydration, maintain optimum integrity of the skin and a more youthful appearance.

Treat yourself to our luxurious line of product that includes a hydrating body lotion, neck cream, foot cream, hand cream, lip balm and Black Diamond restore + protect oil that can multi-task for your face, eye area, cuticles, lips or even your hair or beard!

## Treatment Products

Products from this category are used routinely by our estheticians in facials and can be used for skin maintenance at home as needed (usually 1-2x per week).

**Micro-Dermabrasion** cream is an excellent way to exfoliate your skin for best results from your skin care products. (This product may not be for everyone, especially those with extremely sensitive skin or rosacea.)

**OXYGEN** revitalizing mask will benefit everyone, especially those in extreme climates, high altitudes, smokers, acne prone skin for a calming effect or anyone with dry, dehydrated skin who want a boost!

**THERAPEUTIC** calm + purify mask will help manage acne prone skin by calming and controlling oil. It can be used to spot treat any occasional break out, hormonal breakout and blackheads.

**MIRAGE** soft-focus primer can be used to diffuse the appearance of fine lines every day or for special occasions. You will always be camera-ready when using this primer!



## SPF Sun Protection

It's very important for all of us to wear SPF protection each day. We need protection to help prevent the 'C' word most of all, as well as protection to prevent visible skin damage. We have made it easy to incorporate SPF protection into your skin care routine. PEAK 10 SKIN™ CC cream is a dynamic sunscreen and provides SPF 30 and so much more. It has a color dispersing toner that evens out your skin as well as sun rejecting UV ingredients. Most people find this SPF cream will replace using a foundation for every day. We offer three shade of color for complimenting your skin tone; Fair/Light, Light/Med, Med/Dark. [peak10skin.com](http://peak10skin.com)

# Fall Beauty 18

**Dr. Sponge™** is a biodegradable skin cleansing sponge made from food-grade konjac fiber and healthy additives such as green tea and bamboo charcoal. This fair-trade and cruelty-free skincare tool delivers gentle yet effective daily cleansing for all skin types. Originally created for babies and children, these sustainable sponges are one of the most powerful solutions when it comes to complete care of your skin.  
[thechoosychick.com](http://thechoosychick.com)



## *Beauty Editor's Picks!*



### **Omega 3 Skin Food Ultra-Moisturizing Lotion**

This lightweight lotion contains Omega 3 oils and MSM to feed dry, thirsty skin. Omega-3 oils have multiple benefits for the body, and are rich, intense, fortifying oils for the skin. MSM is an organic sulphur compound known as nature's beauty mineral.

[thechoosychick.com](http://thechoosychick.com)



### **Pure Paradise Sea Salt Soap**

Sweet and uplifting scent featuring a unique blend of vanillas. pH balancing cleanser for face and body that is ideal for eczema, psoriasis and acne prone skin.

Made in USA [naplessoap.com](http://naplessoap.com)



*Welcome To How America Shops*

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Nation-Alist Editor's Pick for Skin Oil

# Alist-Nation

Fashion

SEPTEMBER 2018



Fall Winter 2018 Page 38  
Save The Duck  
Created to avoid animal-cruelty  
[savetheduckusa.com](http://savetheduckusa.com)

SEPTEMBER 2018

# Current Obsession

# Current Obsession



## **TOM FORD**

### **Big Zip Epson Grain Backpack**

Tom Ford pebbled leather backpack with golden hardware. Flat top with metal ends. Adjustable shoulder straps. Zip-around top closure. Exterior, elongated front zip pocket. One slip pocket. Interior, one zip and one slip pocket. "Big Zip" is Made in Italy. [neimanmarcus.com](http://neimanmarcus.com)

Current Obsession

# Bags



**Chloe**

**Roy Medium Smooth Leather Bucket Bag**

Chloe bucket bag in smooth calfskin with golden hardware. Flat top handle. Removable, adjustable web shoulder strap. Open top; interior pouch with drawstring closure. Exterior, embossed logo at top center front. Hanging ring detail at sides. "Roy" is made in Italy. [neimanmarcus.com](http://neimanmarcus.com)



**Proenza Schouler**

**Plus Rings Knot Metallic Leather Mules**

Proenza Schouler mirrored metallic calf leather mule. 3.5" covered, horn-shaped heel. Pointed toe. Two-piece silhouette. Self-tie center with oversize grommets. Slide style. Leather lining and sole. Made in Italy. [neimanmarcus.com](http://neimanmarcus.com)

Current Obsession

# Shoes



**Gucci**

**Patent Block-Heel Slide Sandals**

Gucci patent leather sandals with horse-bit detail. 2" covered, exaggerated block heel. Open toe. Slide style. Leather lining and sole. Made in Italy. [neimanmarcus.com](http://neimanmarcus.com)



Dior

Miss Dior EDP Spray

Experience the new floral fragrance from Dior. More sensual and modern than ever, with the recognizable signature of Miss Dior, this fragrance's femininity is expressed through the beauty of the Grasse rose at its heart.

[neimanmarcus.com](http://neimanmarcus.com)



Current Obsession

# Perfume



**Givenchy**

**Dahlia Divin Eau de Parfum**

A fragrance to be worn as an Haute Couture dress. A quintessential object glorifying a woman's talent and her iconic elegance.

A Divine & Lush Floral Woody Eau de Parfum. [neimanmarcus.com](http://neimanmarcus.com)



**Tai**

**Mini Heart Glass-Opal Pendant Necklace**

Tai designer Tai Rittichai creates jewelry that celebrates her artistic upbringing. Her intricate pieces feature braiding and knotting with precious metals, beads, and semiprecious stones in styles that combine the traditions of hand craftsmanship with modern design.

[neimanmarcus.com](http://neimanmarcus.com)

Current Obsession

# Jewelry



**Tamara Comolli**

**Mikado Flamenco 18K Rose Gold Diamond Pendant**

Tamara Comolli pendant from the MIKADO Collection. 18-karat rose gold. Signature acorn-shaped pendant. Brilliant-cut F/VS white diamond pavé, 0.53 total carat weight. Approx. 0.6"L (without link). Pendant only. Chain is not included.

[neimanmarcus.com](http://neimanmarcus.com)

*Welcome To How America Shops*

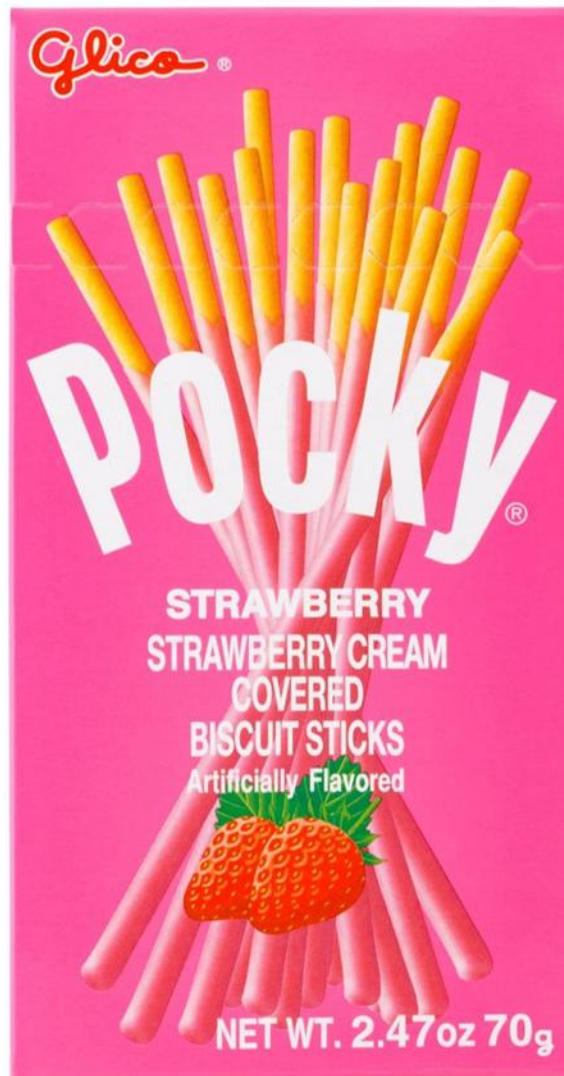
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# Snack Time.



A girl who rocks Pocky is a girl who has a style all her own! Never one to just go with the crowd, she is an It girl who carves her own unique lane and absolutely owns it! She is bold, fun, playful and can always be found sporting her most important accessory of all- Pocky! Pocky, the iconic chocolate-covered biscuit stick, comes in several unique flavors (such as Matcha Green Tea and Cookies & Cream) Add some fun to your day with Pocky, it's the perfect snack for any time . We have Pocky at every photo shoot it's a fun and tasty treat that everyone loves.

# Save The Duck

By Forest

The Forest clothing company dates back to 1914, thanks to the entrepreneurial spirit of Foresto Bargi, who started his career as a tailor sewing men's jackets for 70 cents apiece. While fighting in the First World War, a unique water-repellent fabric used by the English troupes caught his attention. Upon his return to Pisa, he opened a small laboratory where he started fashioning water-resistant garments using that same fabric, which he had started importing from England. Demand grew rapidly and Foresto started producing several sizes, imitating the new American trend. The lab quickly turned into a large clothing factory, which went on to become one of the largest in Italy. That was when he came up with the idea to sponsor race cars participating in the Grand Prix, including Formula 1 cars, to better promote his product. The company is run by Foresto's grandson Nicolas Bargi, the third generation of entrepreneurs to develop the business creating the Ganesh and Save the Duck brands and globally growing the local company by turning it into an internationally renowned one. In 2014 'Gruppo Alchimia' acquired a stake of Forest srl. The result is a stronger company from an administrative, financial and logistic standpoint. Forest still strategically runs the business. [savetheduckusa.com](http://savetheduckusa.com)



SEPTEMBER *2018*











# Hello Fall

The Best Time for an Outdoor Vacation

## Northern California Shasta Cascade Region

The Shasta Cascade region encompasses 25 percent of all land mass in California (size of Ireland) with just three percent of the state's population. The region is comprised of eight rural counties historically known for being part of the pioneer gold rush, and is an outdoorsman's paradise - scattered with lakes, rivers, mountains, 50 waterfalls, historic mining towns, two national monuments, six national forests, and seven state parks – including the (active) Lassen Volcanic National Park.  
[shastacascade.com](http://shastacascade.com)

Lake Shasta Caverns National Natural Landmark is a geologic adventure for your whole family. Take part in a robust and comprehensive tour to see the caverns and lake in their glory. Along the way, you might see local animals, like bald eagles, mountain lions and black bears! September  
Tours every hour from 9 AM - 3 PM  
October – March 10 AM, 12 PM, 2 PM  
[lakeshastacaverns.com](http://lakeshastacaverns.com)



## Redding CA Turtle Bay Exploration Park

is a fun, non-profit 300-acre gathering place featuring the Sundial Bridge, a museum, forestry & wildlife center, arboretum and botanical gardens. At the gateway to the Sacramento River Trails, Turtle Bay celebrates far Northern California as part of the world we share. We envision Turtle Bay Exploration Park as a vibrant gathering place where our community is strengthened through education, cultural engagement and economic growth. [turtlebay.org](http://turtlebay.org)  
[thehilltopinn.com](http://thehilltopinn.com)



# Fun Fall Getaways



## Hotel Phillips

### Kansas City, Curio Collection by Hilton

Located on the outskirts of the Power and Light District, Hotel Phillips is a short walk from the best entertainment the city has to offer, including a lively music scene at Power and Light District and Kauffman Center for the Performing Arts. Hotel guests can also enjoy, P.S. Speakeasy, Hotel Phillips' contemporary incarnation of the 1930's speakeasy accessible only by an unmarked door, and Kilo Charlie Coffee Bar, the hotel's urban chic coffee bar overlooking bustling 12th street. [hotelphillips.com](http://hotelphillips.com)



**Leinie Lodge & Beer Garden Kansas City** embraces the bold spirit of pride, celebration, authenticity, and community of the North Woods of Wisconsin. Born from a six generation family culture, the beer, and now restaurant, showcase the finest in ingredients and hospitality. The venue features a large central bar with cold beer storage located directly behind the back bar, providing the freshest beer possible to every guest. The restaurant also includes a 1,000 square foot outdoor beer garden with fireplace, a large dining room with communal seating, and a small raised lounge area, "The Porch," for a more social dining experience. Large, glass garage doors at both ends of the restaurant, allow guests to flow freely to the beer garden, experience the energy of Kansas City Live! and be connected to the urban scene in downtown Kansas City. In addition to offering the Leinie Lodge & Beer Garden family of beers on tap, Leinie Lodge & Beer Garden Kansas City features rotating local and regional craft beers. [powerandlightdistrict.com](http://powerandlightdistrict.com)



### **Kimpton Lorien Hotel & Spa in Old Town Alexandria Virginia**

Kimpton Lorien Hotel & Spa in Old Town Alexandria, Virginia just completed a \$2.51 million redesign to the hotel's 107 guest rooms including 16 suites, signature outdoor terraces, hallway corridors, public areas, adjacent French brasserie BRABO, and 5,600 square feet of meeting, wedding, and event space. The hotel is situated along a charming brick-lined street amidst an array of boutiques and fine art galleries. With its dedicated award-winning spa, newly refinished modern and elegant interior design, two culinary venues helmed by Executive Chef Sebastien Rondier, and unmatched service through heartfelt hospitality, the distinctly luxurious urban retreat is a destination in and of itself, while also offering easy access to the sights and attractions of Washington, D.C. and the neighboring Virginia countryside. [lorienhotellandspa.com](http://lorienhotellandspa.com)



### **American Classics With A French Twist**

Classic French technique meets contemporary American fare at Brabo Brasserie. Executive Chef Sebastien Rondier combines European culinary influence with locally-sourced ingredients to create a menu inspired by his past and present. The Brasserie's beverage program features a curated selection of beer, wine, and cocktails to be enjoyed on their own or paired with Chef's creations.

Open for Happy hour, Dinner, and Sunday Brunch, the Brasserie is perfect for an impromptu bite with friends, after-work cocktails, or a celebratory night out. [braborestaurant.com](http://braborestaurant.com)



# Fun Fall Getaways



**Crystal Mountain's Pure Michigan Family Vacation** year-round resort 28 miles southwest of Traverse City in northern Michigan (5.5 hours from Chicago, 4 hours from Detroit, 6.5-7 from Indianapolis)

All houseguest receive complimentary access to the Park at Water's Edge (outdoor water playground), Peak Fitness Center and Indoor Pool including group fitness classes, chairlift rides and Michigan Legacy Art Park (30 acre wooded preserve with more than 40 sculptures along 2 miles of hiking trail).

There is so much to do like the Vertical Edge Climbing Wall it's an exciting 32' climbing wall located in the Park at Water's Edge. Certified instructors will be on site to equip climbers for beginner, intermediate, or advanced climbing routes.

Clip-on some skis and set out at your own pace to enjoy 25 km of Nordic trails. Michigan Living Magazine readers rated Crystal Mountain's cross-country skiing trail network #1 in Michigan.

This winter, enjoy the beauty of northern Michigan on two wheels with a Fat Tire bike ride. Rent Fat tire snow bikes and cruise on our 12 miles of winter bike trails.

Trails are groomed as the Cross-Country trails are groomed. The best conditions for Fat tire snow biking are hard packed trails with a 4" inch base.

[crystalmountain.com](http://crystalmountain.com)



### **The Indiana Dunes**

The Indiana Dunes occupy 15 miles of Lake Michigan shoreline, which has created white, sandy beaches in Northwest Indiana. These beaches are among the best in the U.S. and the dunes were ranked as the top attraction in the state of Indiana in 2018. The Indiana Dunes has more than 70 miles of trails offering a range of breathtaking views up sand dunes that reach as high as 192 feet.

The stress of everyday life melts away the instant you arrive at any of the beaches within the Indiana Dunes. Whether you're relaxing on the beach as gentle waves lap the shore around you, strolling along the shore, or playing frisbee, it's apparent why this natural wonder is called Nature's Masterpiece.

Parents magazine picked the Indiana Dunes shoreline among the top five family beaches in the nation along with beaches in San Diego, California and Maui, Hawaii. TripAdvisor.com ranked the Indiana Dunes in its top six.

So whether you enjoy splashing in Lake Michigan, playing beach volleyball, building sand castles or just spending hours lying in the sun, the beaches at the Indiana Dunes are the place to spend a perfect summer day.

Below are the beach access points where you'll find access to our 15 miles of sandy shoreline. Sites are denoted as handicap accessible if a wheelchair can get all the way to the beach or to a recreation area with a lake view.

[indianadunes.com](http://indianadunes.com)





# Fun Fall Getaways



Photo courtesy of Amy Lesesne



**Beaufort, South Carolina, The Gem of the Lowcountry**  
This coastal town is abundant in dripping Spanish moss, stunning antebellum mansions, friendly locals and delicious restaurants.  
Beaufort is South Carolina's second oldest city, founded in 1711. The town is world-renowned for its well-preserved historic antebellum architecture. Beaufort's luxury boutique inn, Anchorage 1770, is where visitors prefer to stay in style.  
Every room at Anchorage 1770 offers a varied and unique experience. While some offer 4 poster beds, water front views and high ceilings, others offer stunning bay windows, original Adams Mantels and detailed plaster work from the late 1800s. For those desiring that extra bit of privacy, the new cottage is a romantic option.  
The inn's modern décor, historic flair and waterfront views make for swoon-worthy Southern getaways.  
Step into the sharp, sophisticated setting of **Saltus** on Beaufort's Waterfront Park overlooking the Beaufort River and you could easily convince yourself that you are in trendy Los Angeles or Manhattan. Creatively blending Lowcountry favorites, locally sourced ingredients, and modern technique, the menu becomes a world-class compliment to the charming, laid-back setting that is Lowcountry.  
[anchorage1770.com](http://anchorage1770.com)





## Napa Valley, CA

Meadowood offers the region's most robust collection of amenities, activities and services including golf, tennis, croquet, hiking, swimming, fitness, spa, wine experiences, destination weddings and a Michelin three-star restaurant. Immersion into the Napa Valley way of life begins with vaulted ceilings, natural light, beautiful views, comfortable furnishings, glowing fireplaces and private terraces, all of which invite you to breathe, stretch, relax and fully enjoy all that surrounds you.

Ours is a modern American restaurant meant to speak to and positively impact the Napa Valley. What excites us most is garnering relationships with artisans, growers, foragers and other members of this dynamic place. We hope that their stories can meld with ours; that we can be caretakers of this collective vision--sharing it with our guests in a manner at once personal and celebratory. [meadowood.com](http://meadowood.com)

# Fun Fall Getaways

TARRYTOWN, NY CASTLE HOTEL & SPA



Image © Copyright  
Stephen Armishaw  
Photography

Only thirty minutes north of Manhattan, Castle Hotel & Spa sits majestically atop one of the highest points in Westchester County overlooking the Hudson River amid sprawling acres of manicured gardens and grounds. With over 100 years of history, the Castle is undoubtedly a sumptuous escape to the enchanted era of America's Gilded Age. The Castle's luxurious guestrooms, suites with wood-burning fireplaces and lavish amenities, continue to be a favorite among dignitaries and celebrities.

The Castle's award-winning restaurant, Equus, continues to earn a worldwide reputation for culinary excellence. Known throughout Asia as an oasis of peace and tranquility, our new THANN™ Sanctuary Spa offers a wide variety of luxurious spa treatments based on the art of natural therapy, where all the senses are awakened by the unique holistic spa concept and ambience. [castlehotelandspa.com](http://castlehotelandspa.com)

# SWIM

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The Motion Car Coat offers a slim-fitting, waterproof solutions

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







# HEALTH / KNOW THE FACTS

## TIPS FOR AVOIDING POSTMENOPAUSAL SYMPTOMS

### **A Little RF May Go Long Way in Relieving Vaginal Issues OB/GYN Dr. John Thoppil with River Place OB/GYN Offers Tips for Avoiding Postmenopausal Symptoms.**

Does your special area feel a little different? For women struggling with vaginal issues in their postpartum or postmenopausal phase, a touch of radiofrequency (RF) energy may be all that's needed – and just what the doctor ordered. Considered a “trendy catch-all” term by some health professionals, “vaginal rejuvenation” refers to a host of female health issues, ranging from vulvovaginal problems to vaginal laxity, sexual dysfunction, prolapse (collapse of the vaginal walls), pelvic-floor troubles and even the aesthetic look of the vulva. Many of the problems are due to vaginal childbirth, which stretches the vagina and causes laxity, and the onset of menopause when estrogen levels decline, triggering vaginal atrophy – a thinning, drying out and inflammation of the vaginal walls. “Nonsurgical approaches to vaginal rejuvenation still represent an ‘evolving field’ of medicine, but application of radiofrequency (RF) to resolve problems involving vaginal dryness and irritation, vaginal laxity, pain during intercourse and even urinary incontinence is so far proving successful in patients,” says Texas-based obstetrician-gynecologist John Thoppil, MD.

Dr. Thoppil, of River Place Ob/Gyn in Austin, TX, is using an RF system developed by Viveve Medical Inc. to treat vaginal-related issues. An earlier clinical study, published in 2017 in the *Journal of Sexual Medicine*, indicates the device's effectiveness in treating vaginal laxity through stimulation of the body's natural production of collagen and formation of elastin fiber.

“The additional collagen can improve vaginal tone, increase vaginal lubrication and promote heightened vaginal sensitivity, thereby enhancing sexual intimacy,” Dr. Thoppil explains. “Radiofrequency also appears to potentially correct urinary leakage.” A second clinical study – this one examining the Viveve device's safety and efficacy in women who experience diminished sexual function after childbirth -- is scheduled to start soon (in 2018). Authors of research published earlier this year (2018) conclude that, based on “clinical experience,” non-surgical, energy-based options, such as RF and laser therapy, seemingly serve as effective treatment approaches for patients with “mild-to-moderate” medical issues, but that “more robust” studies of these devices are needed. The University of Texas Southwestern Medical Center is answering that call. It has been recruiting 100 patients to continue evaluating the efficacy of radiofrequency, as well as the hybrid fractional laser, another nonsurgical device, for treating vulvovaginal symptoms and vaginal laxity.

Dr. Thoppil, meanwhile, strongly encourages women with vulvovaginal problems to seek the advice of gynecologists. That's because problems with a woman's external genital area, called the vulva, are often linked to other pelvic troubles, including prolapse, urinary urgency and incontinence, he says. “Unlike other physicians, such as plastic surgeons and dermatologists, the gynecologist specializes in the female anatomy, treating problems of the pelvic floor. He or she can conduct the necessary examination of the pelvic area and consult with the patient about next best steps,” he emphasizes. Dr. Thoppil refers to numbers in a recent survey by the North American Menopause Society. Fifty-one percent of the 358 postmenopausal respondents indicated they experienced such vulvovaginal symptoms as dryness, burning sensation and irritation. Forty percent of those with symptoms said the problems affected them emotionally, and fully a third indicated their lifestyle was impacted. Yet, most troubling, he says, was the 33 percent of symptomatic women who reported not having seen a gynecologist in at least two years prior to the survey.

Reconstructive surgery may be advised for women requiring more extensive rejuvenation to improve pelvic and vaginal function. Dr. Thoppil, however, and his counterparts in the American College of Obstetricians and Gynecologist remain cautious about the value of cosmetic vaginal surgery, which is intended simply to change the aesthetics of the vaginal anatomy – not correct any functional problems. As reported by WebMD, obstetrician-gynecologists are concerned about the risks involved in cosmetic vaginal procedures and the lack of study data supporting their effectiveness, Dr. Thoppil says. Although for many women vaginal issues may be inevitable, Dr. Thoppil says women can take steps to relieve – even minimize or prevent – symptoms. He recommends patients:

Stop smoking. Smoking weakens vaginal tissues. Talk to a physician, physical therapist or exercise physiologist about exercises to strengthen the pelvic-floor muscles. Avoid lifting heavy objects or other activities causing strain. Lose extra pounds. With advice of a physician, consider over-the-counter creams and lubricants that can restore moisture to the vagina and reduce or eliminate pain during intercourse. [riverplaceobg.com](http://riverplaceobg.com)



# Treatments Can Help Chronic Tendonitis

TIPS ON PRP AND STEM CELL THERAPY FOR THIS COMMON CONDITION

**How Regenerative Medicine Treatments Can Help Chronic Tendonitis.** Dr. Jason Arora with Atlantic Spine Center offers tips on PRP and stem cell therapy for this common condition.

Instead of conventional treatments for chronic tendonitis – which merely mask resulting pain and tenderness – regenerative medicine is presenting exciting new options to treat this highly common orthopedic condition, according to Jason Arora, DO, of Atlantic Spine Center.

Two types of regenerative medicine treatments known as PRP (platelet-rich plasma) and stem cell therapies use patients' own body cells to help heal inflamed tissues around injured tendons. Small, thick bands of tissue connecting muscle to bone, tendons help muscles bend and straighten joints. But this role is threatened when tendonitis strikes, says Dr. Arora, an interventional spine and pain management specialist.

“Because tendons are located all over the body, near the spine and all major joints, tendonitis can occur nearly anywhere,” he explains. “But when that happens, it’s hard to exercise – or even move – the affected part of the body without pain.”

“That’s why it’s so important that we continue developing effective new treatment approaches for tendonitis,” Dr. Arora adds. “PRP and stem cell therapies offer the added benefit of actually helping to heal the problem, not just cover up the discomfort.”

**How PRP and stem cell therapies work**  
PRP and stem cell therapies are both categorized as biologic treatments because they’re derived from the body’s own cells, Dr. Arora says.

PRP is made from platelets present in our body’s plasma, the liquid component of blood. Stem cells, which can grow into any type of body cell, are derived from bone marrow, fat tissue or circulating blood.

In either minimally invasive procedure, a special needle is used to extract cells from the patient, which are then concentrated and/or purified in a machine. The resulting cells are then injected into the affected tendon area using imaging technology. Common sites are near the spine or elbows, knees or shoulders.

Biologic therapies such as PRP and stem cells have emerged as a hot area of medical research in recent years. “While results are still preliminary, evidence strongly suggests PRP and stem cells are extremely promising for chronic tendonitis in the spine or other joints in their ability to regenerate worn or injured tissues or release substances that promote tendon repair,” Dr. Arora says.

## **Benefits of PRP and stem cell therapies**

Since cells taken from our own bodies can’t be rejected, the risks of undergoing stem cell or PRP therapies are minimal, according to Dr. Arora. The same-day procedure – which may need to be repeated periodically – also enables patients to go right back to regular activities such as work or sports.

Additionally, regenerative medicine therapies offer something that symptom-based treatments – which for years have included anti-inflammatory medications, pain relievers or steroid injections – simply cannot, Dr. Arora notes.

“PRP and stem cells offer the chance for true healing, not just symptom relief,” he says. “While other treatments have been the mainstay of tendonitis care for many years, regenerative medicine goes one step further. It’s thrilling to be able to offer patients such an encouraging newer option.”

Atlantic Spine Center is a nationally recognized leader for endoscopic spine surgery with several locations in NJ and NYC. [www.atlanticspinecenter.com](http://www.atlanticspinecenter.com), [www.atlanticspinecenter.nyc](http://www.atlanticspinecenter.nyc)

Jason Arora, DO, is a board-certified physician who is fellowship-trained in interventional spine and pain management at Atlantic Spine Center.



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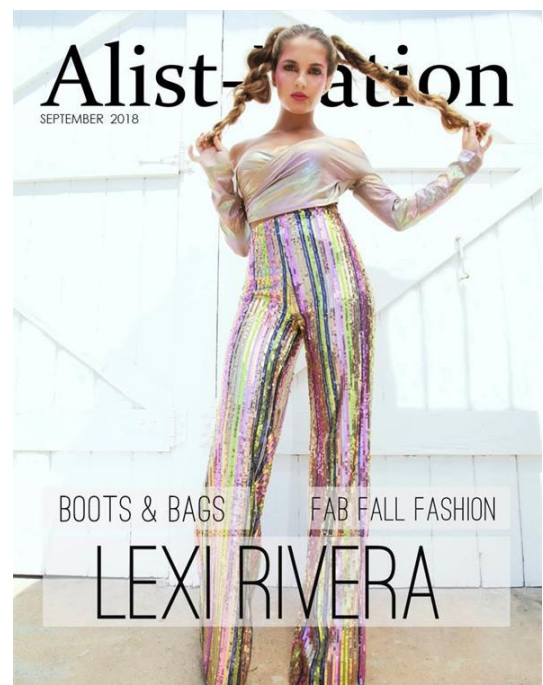
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## A-list Nation Magazine

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**A-list Nation** is a platform for so many kinds of talent. We showcase amazing editorial with top of the line photographers, make up artists and hairstylists. Fashion designers, wardrobe stylists and filmmakers. You get the skinny on the new big thing and we make it happen. Find indie bands and up and coming singers that you will be sure to add to your playlist. Want in on the action well let us know who you think should be featured what products your obsessed with and see them in the next issue. Know some brilliant models, photographers and stylists shoot us an email or tag us on Instagram and see them in the next editorial. There's so much to love about Alist Nation so share the news with your friends and family. Show your support and you can be the next winner of some fun American made products. You might be the lucky one that gets to be at the next cover photo shoot and get to meet who's on the cover. Just go to [nation-alist.com](http://nation-alist.com) and enter your email in the subscribe box. You will get the magazine online for free for a full year!



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SEPTEMBER 2018

# The New Primal



Today, retail store aisles are filled with water-inflated, hormone-infused, highly-processed meats because it's cheaper, and well, some people won't demand better. Here at The New Primal, we know you're different and truly care about what you put in your body and even though it's more effort, our philosophy is to do things the right way, every step of the way. We believe everyone should have a choice to enjoy a healthy and amazing-tasting protein snack. That's what we've set out to accomplish. The New Primal is by far your cleanest, highest integrity protein snack option for fueling up this holiday season. All The New Primal meat snacks are gluten free, Non-GMO, hormone and antibiotic-free, soy free, Paleo friendly, and made from free-range turkey and 100% grass-fed beef. Flavors include Habanero Pineapple Beef, Cilantro Lime Turkey and their first pork products- Maple Bacon and Barbecue Pork. These sticks are fresh new flavors and perfect for healthy, active individuals that are in search for clean protein. [thenewprimal.com](http://thenewprimal.com)

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SEPTEMBER 2018

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# sts blue

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The sts blue muse is trendy, sexy, and fun. She looks to celeb street style for her fashion influence. She considers her social life when selecting what jeans to wear, whether it's brunch with friends or date night, denim is always where her outfit begins. She chooses styles that are anything but basic, rather she covets the latest "it" jean. She wants value, a perfect fit, and a jean that will make heads turn.  
[stsblue.com](http://stsblue.com)











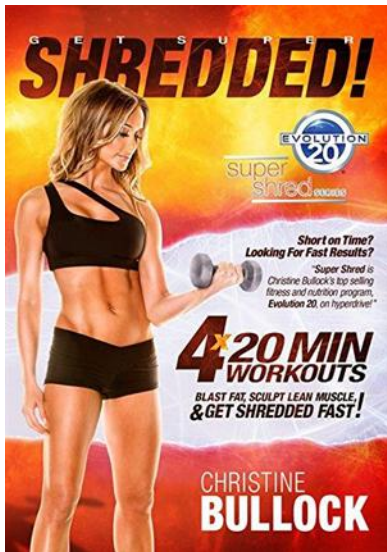


# Fit For Fall

You have a good two months before all the holiday food starts to tempt you. So what's your strategy to stay fit through the end of year festivities? We suggest you start NOW! If you go hard for the next two months you won't want to ruin it. It will help keep you strong both physically and mentally.

## Evolution 20 and Super Shred

These 2 DVD's is all you need to get in these best shape for the holidays. 20 minutes a day and your set.



## Evolution 20

The workout system is divided into two progressive phases consisting of five dynamic workouts each. You'll challenge your body through a combination of low-intensity toning, calorie burning cardio, injury preventative stability work and fat blasting high intensity exercise. Every day is uniquely challenging. Your body will never plateau and your athletic abilities will continue to evolve. Each phase of EVOLUTION 20® will give you the maximum results in only 20-minutes a day. The workouts gradually increase overall strength and balance. Phase 1 of EVOLUTION 20® will build a strong core, shrink waistline, tone trouble zones and empower you to move with greater strength and body awareness. Phase 2 will chisel a lean athletic figure while improving your power, speed and coordination. Each workout includes modifications and advancements, allowing you to take the workout at your own pace and evolve to the next level. [evolution20.com](http://evolution20.com)

# “Workout Must Haves”



## sFera Pro Therapy Massage Ball Set

sFera PRO massage ball set is the most complete self-massage set that will let you target all tight spots in your body. [sferafitness.com](http://sferafitness.com)

## Violet Love Headbands

Designed & printed in LA. Colorfast, absorbent, and washable fabric that can be worn as a fashion accessory or for workouts. [violetloveheadbands.com](http://violetloveheadbands.com)



## BlenderBottle®

The Pro45™'s massive 45-ounce capacity fits virtually all mass gainer shakes, multiple scoops of a recovery drink, or enough water to keep you hydrated with minimal refills. [blenderbottle.com](http://blenderbottle.com)

# Women Owned Businesses

## We are doing a highlight series on Women Owned Businesses

Each issue will highlight 5 women owned businesses. We will give you an exclusive interview with each of these inspiring women and help you connect with their businesses. It's time to put our money where our mouths are and support local businesses.

According to a new report from the Small Business Administration's Office of Advocacy. ( Source e [www.sba.gov](http://www.sba.gov) ) Women make up more than 50% of the U.S. population, and they have grown to be 47% of the work force. They have surpassed men in educational attainment, with over 33% of women having a bachelor's degree or higher. Women control \$14 trillion, or 51%, of U.S. personal wealth and are now the primary source of income in over 40% of households.

The **National Association of Women Business Owners** has the stats on where women stand as far as business goes and it's pretty exciting. Their website is a wealth of information. If you are thinking about following your dreams this is a good place to start to gather material you may need. [www.nawbo.org](http://www.nawbo.org)

## Women Owned Business in the United States

More than 9.4 million firms are owned by women, employing nearly 7.9 million people, and generating \$1.5 trillion in sales as of 2015.

Women-owned firms (51% or more) account for 31% of all privately held firms and contribute 14% of employment and 12% of revenues.

Over the past seven years, the overall increase of 8.3 million (net) new jobs is comprised of a 9.2 million increase in employment in large, publicly traded corporations, combined with a 893,000 decline in employment among smaller, privately held companies.



# TRIBALÍ Foods

## **Tell us a little about yourself and your childhood.**

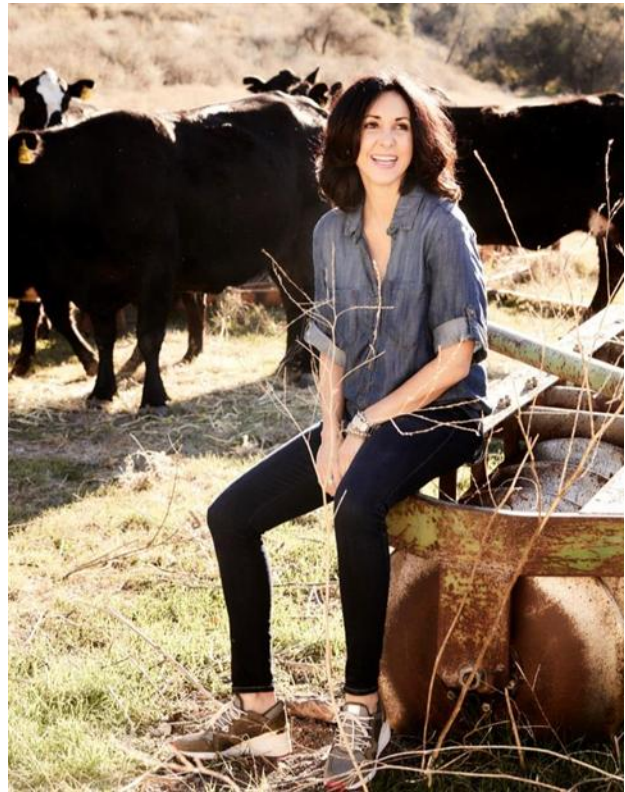
I was born in Greece and my family moved to Pasadena when I was 6-years-old. My parents started a beloved burger restaurant in Pasadena called Tops Burgers, which is still operating today, and is part of Bicos Hospitality Group, which my brothers manage and has two other restaurant concepts. I spent my summers in Greece and my grandmother taught me the joy of cooking. She made everything from scratch, always using real, organic and heirloom foods, using traditional recipes that had been passed down for generations. I vividly recall village grocery runs with fresh tomatoes, zucchini, dandelions, or other fresh vegetables grown and picked fresh that week. We would visit the neighboring farm for fresh, raw goat's milk or cheese. Before making dinner, grandma would check to see what fresh fish had been caught that very day by local fisherman – and that's what made up my plate growing up. My family was doing a diet very similar to Paleo – packed with healthy fats like olive oils – long before it was trending or well-known. However, in my own quest for personal health, I decided to become a vegetarian at the age of 13, even while flipping burgers at Tops! Thirty-five years later, after being a practicing holistic nutritionist and certified fitness trainer, I realized that high-quality protein from animal sources is what makes me feel the healthiest, and happiest. Becoming a mother also changed my viewpoint on food, and I'm proud to say all three of my children are healthy, happy and favor authentic, real whole foods. My upbringing, my personal health journey and my family were all big inspirations in the creation of TRIBALÍ Foods.

**When did you decide you wanted to start your own company?** I decided to start my company when Whole Foods liked my product, my brand and my story. I was hesitant and reserved to move ahead until I had proof on concept, and when Whole Foods encouraged me by placing an initial order, I felt confident that I had something that would appeal to not only the consumer, but that buyers would see the need, as well. I have owned and operated 2 brick and mortar businesses in the past and am a true entrepreneur at heart. It runs in my family and we thrive on creating and implementing a concept.

**Do you feel it was more difficult because you are a woman?**

No, but it sure does help to have a male counterpart in the meat packing world.

**Do you think social media is important?** Very! I don't think I would have the brand awareness and subsequent velocity if it weren't for influencers, bloggers and social media.



Angela Bicos Mavridis,  
CEO & Founder of TRIBALÍ Foods

**Was there a specific moment when you knew this was what you wanted to do?** It sort of evolved. I'm a true believer of the power of Food as Medicine, and I've always known I wanted to make a difference in people's lives. As a Holistic Nutritionist, I was helping individuals with their diet and health goals by coaching them one-on-one, and it wasn't until I produced a product that I found my true passion. I now have the capability to touch more lives and make a bigger difference. The DNA of TRIBALÍ is: delicious, nutritious and affordable. And I believe I can now change the way people eat, one meal at a time.

**After you made the decisions, what steps did you take?**

There were so many steps to starting a CPG (consumer packaged goods) company. But first and foremost, I had to decide what kind of business I wanted. I hired an accountant and a lawyer to guide me into incorporating, then I trademarked the logo and the name, I then secured social media handles and a url. I fine-tuned my story. I hired a branding agency, I built a website, designed packaging, developed flavor profiles, sourced vendors, negotiated with a co-packer and set out to produce my first trial run.



TRIBALÍ Foods  
tribalifoods.com

### What advice do you wish someone would have given you?

This is not so much of a business advice as it is a life advice. I wish someone had told me that it will be really, really hard so buckle up for the ride and don't lose sight of yourself and what is personally important to you. I feel like I crawled into a cave for 2 years and have just resurfaced. I wish I had not let it swallow me up so much and I wish someone had told me to not let go of the balance in your daily routine. It's been one of the longest, hardest and most stressful years of my life. I was warned not to start a food company - that most fail in their first year - that it takes a monumental amount of money and the rewards are minimal. I learned that 80% of new food brands fail in the first year or in the first 5 years. Everybody warned me of the grind, the persistence and perseverance it takes to make it out the other end. I have learned that I am working, literally against all odds, that I am David against Goliath. I have learned that when you think things are going smoothly, there is another fire to put out, issue to solve or obstacle to conquer just around the corner. I answer every email, respond to every DM and customer service request, do demos, order inventory, oversee every production run and schedule meetings constantly for all aspects of this business. But here is what I have - PASSION - I am NOT in the 80% who fail in their first year and I've not taken a single investment. I plow ahead every day because I know I am making a difference, and I meet the demand because of my loyal tribe members everywhere.

**How did you fund this project?** I am a certified Woman Owned Business and have self-funded this project from the beginning. I count every penny, because they are mine.

**What were the hardest hurdles?** I am still a small manufacturer with small volumes. The biggest hurdle is negotiating pricing for raw materials on such small quantities. We have grown in our first year in business, and have been able to lower our costs, and I believe the larger we order, the better the savings. Cost and pricing have been the biggest challenges for us, while always keeping our margins healthy, so as to not only make money, but look favorable to future investors.

**Did you have a mentor?** I did have a few mentors along the way. I reached out to the owners of every brand I admire, and I also listened to all the podcasts that have to do with starting a CPG and how others have made it.

**At any point did you want to give up?** All the time - well not give up exactly, because at this point that's not an option, but I do have doubts often. The "what if" scenarios play out in my head all the time - both positive and negative...what if we get a big national account and don't have the money to produce...what if we produce at a national level and no one buys us and on and on it goes. I think that's what keeps me up and night and also what excites me to start again every morning,

**How long did it take to become profitable?** Well we have been profitable in the first year, because we are running very lean. I have very little overhead and most money is going to marketing/pr and production.

**What was the best thing you did to grow your business?** Hire a CFO and since I wasn't able to pay him, I have given him equity.

**Was there any life lessons you learned along the way?** Yes, keep your head above water and don't let go of your personal life - social interaction, hobbies, workouts, rest and relaxation and good sleep. Balance is key to a healthy business owner. It took me to go through what I went through to realize how important this is.

**What is the happiest memory from this journey?** So many steps are bringing me joy right now, but I have two most memorable moments so far. First, when I won the Project Nosh Pitch Slam and was awarded \$5K on stage in front of my competitors and the audience, and secondly, when TRIBALÍ won the NEXTY Award at EXPO West for the Best New Frozen Food Product. This is a highly prestigious award program in the natural foods industry, that honors the most innovative new products.

**Where do you see your company in 5 years?** I would love to be a household name, a national brand and a desirable company for an acquisition.

# À Votre Service Events®

## **Tell us a little about yourself and your childhood.**

My name is Marie Danielle Vil-Young. I grew up an only-child mainly in the suburbs of NY. I moved overseas for a few years and returned to the US for college after high school. I graduated undergrad with a Bachelor's degree in biochemistry from SUNY Stony Brook. Immediately following graduation, I was fortunate to land a job as a research scientist working on Human Genome project. I later worked for ImClone Systems for a number of years as a Scientist doing work focused on antibody engineering focused on oncology research. During my time at ImClone, I also earned my Masters in Pharmaceutical Sciences at St. John's University.

## **When did you decide you wanted to start your own company?**

I started À Votre Service Events®, LLC on August 08, 2008 and so we just celebrated 10 year anniversary.

## **Was there a specific moment when you knew this was what you wanted to do?**

I was working as a Scientist for many years, but I knew I wanted to do "more". I wanted to explore other areas besides working in the lab and so when I planned my own wedding 2007/2008, I discovered the wedding / event industry and that was it! I knew then I wanted to work in that industry, but with no experience other than planning my own wedding, I somehow thought it made sense to start my own venture.

## **How did you fund this project?**

I had a full time job as a scientist when I started my business and therefore I was able to fund my venture from my job at the time.

## **What were the hardest hurdles?**

Because I specialize in more high-end, luxury weddings and events, I find we struggle with booking volume. Having said that it makes sense to me that we are not booking big volume of events as that is a very niche market.



Marie Danielle Vil-Young., CEO  
À Votre Service Events®, LLC

## **After you made the decisions, what steps did you take?**

Once I made the decision to start my own business, I reached out to the only people I knew who wouldn't think I was crazy, and that was my wedding photographer and videographer. These women were instrumental in helping me. They provided much needed guidance about everything. How to create a website, where to purchase domain, and so many more questions I had at the time. Once I had the above on the way, I really focused on accumulating as much information and knowledge as I could about the industry- from knowing all the venues and managers, to vendors in all category so I would be better prepared for my clients. Coming from a world of science, I understood the importance of intellectual property and the importance of publication. So I made it a point to also learn more about different editors and to meet them. I attended many functions as a way to network and learn. I realized early on, being an unknown, I couldn't rely on word-of-mouth and so I invested in advertising and learning how to market my business. From all doing all of the above (simultaneously it seems), I started to book clients.





À Votre Service Events®, LLC  
800-757-0549  
[www.avsevent.com](http://www.avsevent.com)

### Was there any life lessons you learned along the way?

Happiness comes in many forms. There is no exact path to happiness and to discovering what we were meant to become. I started out as a Scientist, following the path that one would think would sure lead to financial security, happiness, etc. Today I run my own business in the wedding / event industry. I plan luxury weddings and events for clients from all walks of life, cultures, religions, etc. I am fierce floral designer obsessed with flowers and plans. My floral design work has featured every season in prestigious magazines such as New York Magazine Weddings, and more. And, I have learned that in the pursuit of happiness, doing work that I love so much, I never feel like I am working. Even on my toughest days, I would never want to give this up.

### What is the happiest memory from this journey?

I have had too many to count, but aside from seeing my clients' faces knowing each time I have exceeded their expectations, seeing my daughter Micaele, who is 6 year old, tell me my work is gorgeous brings me much joy. Hearing her talk about my business, my events, watching her take flowers and trying to design bouquets bring me much joy.

### Did you have a mentor?

I admire many in my industry and otherwise. There were many already in business who were generous with their time and answered my questions. However, I did not have a mentor.

### At any point did you want to give up?

Never! I wake up still every day, excited to see how much I can accomplish, how far can I take my company.

### What made you keep going?

I love what I do and through this work, I keep discovering talents I never knew I possess- such as floral design. I discovered my talents for designing flowers by accident in 2013, and now it brings about 40-50% of my company revenue.

### How long did it take to become profitable?

The way I structured my business, I was profitable right away, but it always goes right back into the business to continue its growth. Profitability also means to me, whatever I need to sustain the business, pay myself, have revenue for miscellaneous situations that may arise, I must recover 3.5x that amount.

### What was the best thing you did to grow your business?

Discovering my talents in floral design adding to my work as a Wedding / Event planner has been a game-changer. Being able to not only conceptualize but execute all aspect of designing our weddings and events has set up apart and has attracted much of my desired clientele.

### Do you feel it was more difficult because you are a women?

I am not sure. I have always been extremely independent and much of a go-getter. There has been rare moments where I question someone treatment of me, but overall, I continue to stand my ground based on my values, beliefs in my self-worth.

### Do you think social media is important?

Yes. Recently, I have been focused more on social media, Instagram in particular and I have noticed a change for the best in terms of clients reaching out to us, their feedback, interaction, following, etc.

### Where do you see your company in 5 years?

I am working on expanding internationally and also offering floral design workshops & seminars nationwide and overseas.

# The S3 Agency

## **Tell us a little about yourself and your childhood.**

I was born on an air force base in Germany to an Austrian mother and American father. We moved to the US when I was very young, but I was fortunate to be raised with both cultures – and with travel to other lands as a constant influence in my life. To me, America represented the land of opportunity and Austria represented a center of artistic creativity. My father's focus is on critical thinking, while my mother embodies creativity – a gift she passed on to my sister. Ironically, I never considered myself to be creative. I can't draw, sew, paint, or do any of the other artistic things they can do. I never thought my career would be one of creativity. But life sometimes opens your eyes in unexpected ways! I believe that working in advertising combines an influence from both of my parents, and I'm incredibly grateful to each of them.

## **When did you decide you wanted to start your own company?**

I had the good fortune to work for many years for another creative agency, one founded by a female pioneer in the industry. I enjoyed many positions within the agency, ultimately running it as second in command for years. While it was a truly wonderful experience, our visions for the future were different. So in 2001 I decided to take a risk and start The S3 Agency – well, co-found it with my business partner. It's a decision we made within minutes, and one we have never regretted as we close in on two decades of The S3 Agency's existence!

## **Was there a specific moment when you knew this was what you wanted to do?**

Yes. I was at dinner with a former client, who shocked me by asking me to be the VP of Marketing for a leading luxury automotive brand. I was honored – and, truth be told, a little flustered. But the words that came very naturally out of my mouth surprised both of us: I didn't think that would be the right path for me. That was the moment I knew that I had to start my own agency, one that would let me fulfill my vision of fearless creativity.

## **After you made the decisions, what steps did you take?**

The next day I talked to my co-worker, friend, and future business partner about the idea. He was immediately in. So in a matter of days, we came up with our company name, designed our logo, filed our partnership papers, registered our website URL, and drafted the outline of our business plan. We also gave our notice. We literally had just a few weeks between when we decided to start the business and the day we opened our doors.



Denise Blasevick, CEO  
The S3 Agency

## **How did you fund this project?**

Our business is largely based on talent – so there were not a lot of hard costs up front for machinery, etc. We were able to fund the launch of The S3 Agency through three primary sources: our savings, our salaries (which we didn't take), and a loan from my dad (which we paid back within six months, thanks to the good fortune of acquiring some great clients in the automotive and fashion industries very quickly).

## **What were the hardest hurdles?**

Starting The S3 Agency wasn't the hard part, since we were doing something for which that we were already well known. The day-to-day demands of running a business – making sure we always have the right people (and right number of people), the right clients (and right kinds of clients), and the right focus in an ever-changing industry is a tricky balancing act!

## **At any point did you want to give up?**

No. No. No. No. No! I don't feel like I "have" to do it – I'm lucky enough to "get" to do this. And I get to do it with a team of fantastic, talented, passionate people! How great is that?



The S3 Agency  
716 Main Street, Boonton, NJ 07005  
direct: 973-257-5538  
[theS3agency.com](http://theS3agency.com)

#### **What advice do you wish someone would have given you?**

I think when you start a business doing something you love, you want to work **IN** the business so much – but really, you need to carve out the time and/or add the staff to work **ON** the business so that it can flourish.

#### **Did you have a mentor?**

I had a mentor early on, a former CEO of a Fortune 500 company. Today I have a business coach – and I wonder how I ever ran a business without one!

#### **How long did it take to become profitable?**

We were profitable within the first year of business – thank goodness!

#### **Do you feel it was more difficult because you are a women?**

Maybe it's because of the industry I'm in (advertising / marketing) or where my company is located (NYC metro area), but I really have not felt like being a woman impeded my career. My mother always told me I could do anything I wanted, and I believed her. :)

#### **What was the best thing you did to grow your business?**

Joining Entrepreneurs' Organization (EO), a global network, was key to growing and improving our business. Designed to help entrepreneurs learn from experts and from each other, through sharing of experiences and resources, EO is an invaluable resource. As a member, you join what is called a forum — a group of 6-10 entrepreneurs who all run non-competitive businesses. You meet once a month and share things on the deepest levels about your life – business and personal – and everyone provides Gestalt-driven insights to help each other grow. It's like having a personal board of directors. I cannot recommend EO highly enough.

#### **Do you think social media is important?**

Well, when you look at the power of social media, I don't know how anyone can argue against the idea that social media is important. What may be in question is whether or not social media is good...and it's important to remember that any technology is neither inherently good nor evil. It's really about how you use it. If we as individuals, organizations, and businesses concentrate on promoting truth and positivity, I believe we can take the power of social media beyond the heights it has already achieved.

#### **Were there any life lessons you learned along the way?**

I'm a business owner, but I'm also a mom, wife, daughter, sister, friend, neighbor, board member, etc. etc. etc. As I mentioned earlier, my mom always told me I could do anything. But after I started The S3 Agency, I quickly came up with my own version of that mantra: You can do anything, but you can't do everything. (At least not at once.) So I try to do the most important things, based upon my values. For me, that's the best ROI. It means that I'm ok working late when I need to work late – and disconnecting when I'm spending time with my family. (It's hard to check your emails when you're scuba diving with your son, ha!) I also learned it's vital to have a supportive partner who understands the craziness of being married to an entrepreneur.

#### **What is the happiest memory from this journey?**

This journey has been filled with so many happy memories – and new ones are added to the list all the time. One of the happiest moments in my career was being inducted into the Advertising Hall of Fame of New Jersey by the New Jersey Advertising Club. I'll never forget that moment, because in addition to being honored by my peers, it gave me a platform – literally a stage – from which to formally thank those who helped me along the way. Those who believed in me. Those who gave me guidance. I became so overwhelmed with gratitude that I could barely speak.

#### **Where do you see your company in 5 years?**

We are in the process of implementing a growth plan right now, and in 5 years The S3 Agency will be 3x the size it is now. I'm so excited for the future!

# Laughing Glass Cocktails

**When did you decide you wanted to start your own company?** I moved back from living in Hong Kong in 2011 and knew the time was right for me. Sydney Rainin-Smith, one of my best friends for about 15 years, had been a professional voice actress for 15 years and was also looking for that next big thing. It was perfect timing for both of us! After a few false starts with other ideas, we started Laughing Glass Cocktails in 2012. It only took us 1 year and 1 day to go from concept to store shelves.

**Was there a specific moment when you knew this was what you wanted to do?** We knew immediately that making margaritas was going to be fun, but I think it took me a while to realize how hard we were going to have to work for it. I am a classic example of “if I’d known how hard it would be in advance, would I have done it...” The answer is -probably not! So I’m glad that I was naive to the realities of starting a spirit brand. Looking back, I would not change any of it!

**After you made the decisions, what steps did you take?** We really had to start from scratch. We created a delicious recipe, found a co-packer we trusted, and had everything lined up, but could not find a bulk tequila that met our taste and quality standards. We had such a steep learning curve and decided to make things even more complicated by seeking out a distiller in Mexico that could make a tequila that fit the taste profile we wanted. That definitely added a whole other layer to the process!

**How did you fund this project?** We used our own money initially. We just closed our series A funding round with over 1M.

**What were the hardest hurdles?** I had some experience in the spirits industry in bar/nightclub management, but Sydney and I did not have any manufacturing or production experience. That created a learning curve, and barriers to potential investors. Luckily we are quick learners and our track record at this point is positive. We also get all our raw ingredients, including our tequila, from Mexico - and have them shipped over the border to CA. We have an international component to our business on top of everything else. There is also a lot of regulation to the booze industry - we really had to do our homework to tackle all these hurdles!

**What advice do you wish someone would have given you?** Keep your sense of humor and make sure you choose the right business partner!



Laughing Glass Cocktails  
[laughingglasscocktails.com](http://laughingglasscocktails.com)  
[Facebook.com/LaughingGlassCocktails](https://www.facebook.com/LaughingGlassCocktails)  
[Instagram.com/laughingglass](https://www.instagram.com/laughingglass)

**Did you have a mentor?** We have had several people step up over the years who have been enormously helpful - just when we needed them. One of the positive things about starting a business in your 40's is that all of your friends and connections have been in their respective industries for a long time. We just found that people were so generous with their time, knowledge, connections, and input. We feel very lucky to have such an amazing network of supportive people to back us up.

**9. At any point did you want to give up?** The daily ups and downs of business ownership can be dramatic - and truly TRAUMATIC - at times! I can say honestly that there have been many times that we felt like giving up! Luckily, Sydney and I have a unique partnership - we have been working side by side for 6 years, still socialize regularly with our group of amazing girlfriends, and we even vacation together several times a year!



**Lauging Glass Cocktails**  
**Founders, Carey Clahan and Sydney Rainin-Smith**

**What made you keep going?**

I think we would both say each other. I couldn't do this without her and vice versa. I feel beyond grateful to have such a powerhouse biz partner, who is also one of my best friends. At this point, we are really more like sisters!

**How long did it take to become profitable?**

Cash-flow management is the most challenging part of business! We had our first profitable quarter last year in 2017.

**What was the best thing you did to grow your business?**

Recently, Whole Foods Market NorCal approached us to do a first-to-market new flavor just for them - we were thrilled (and nervous!) But we did our research and showed up at the Northern California headquarters with five new flavors. We sat around a big conference table as Whole Foods tasted them one by one. Ultimately, we decided on the flavor that would appeal most to the Whole Foods customer: the spicy Firecracker Margarita - an Ancho Chili and Pineapple margarita. This was a dream collaboration for us! It really established us within the Whole Foods family and it comes with a lot of "street cred."

**Do you feel it was more difficult because you are a women?**

I think some things have been impacted because we are women - and also because we are moms. But overall, I just think those few instances were based on the individuals involved - it's not a pattern or anything.

**Do you think social media is important?** I think social media is a lot of fun and definitely helps to promote our brand and communicate our unique voice. It's hard to track whether it actually drives sales in the spirits business - because we are so heavily regulated. Wine or beer can sell directly on-line and really see immediate ROI from social media. It's just more complicated when you add all the regulation of the spirits industry.

**Was there any life lessons you learned along the way?**

Yes! Sydney always points to 2 things: passion and support! You really do have to be passionate about what you are doing when you are doing it (or at least thinking about it) 24/7. And we have so much support from our husbands, friends and business associates. It is the only way to be successful. Moms really are superwomen - they juggle so many things on a daily basis - but in reality we all need support, whether that's a business partner, a babysitter, a daycare, an advisor/mentor, or wherever you find it. It's imperative to have some kind of support. You can do it alone because that's what supermoms do - but it's so much more fun if you have the security of a strong support network.

**What is the happiest memory from this journey?**

We seriously laugh all the time when we are together. We laugh at what's going on at work, we laugh about each others lives, and definitely at ourselves... So every time we are together is filled with fun and funny moments. Also, we wanted to start a company that focused on bringing women together to relax, unwind, and enjoy the power of strong friendships. We have an amazing group of girlfriends and believe they are critical to living a happy life. So to see the reality of our convenient, super high quality margarita bringing other people together to share laughter, life and to make memories is very satisfying!

**Where do you see your company in 5 years?**

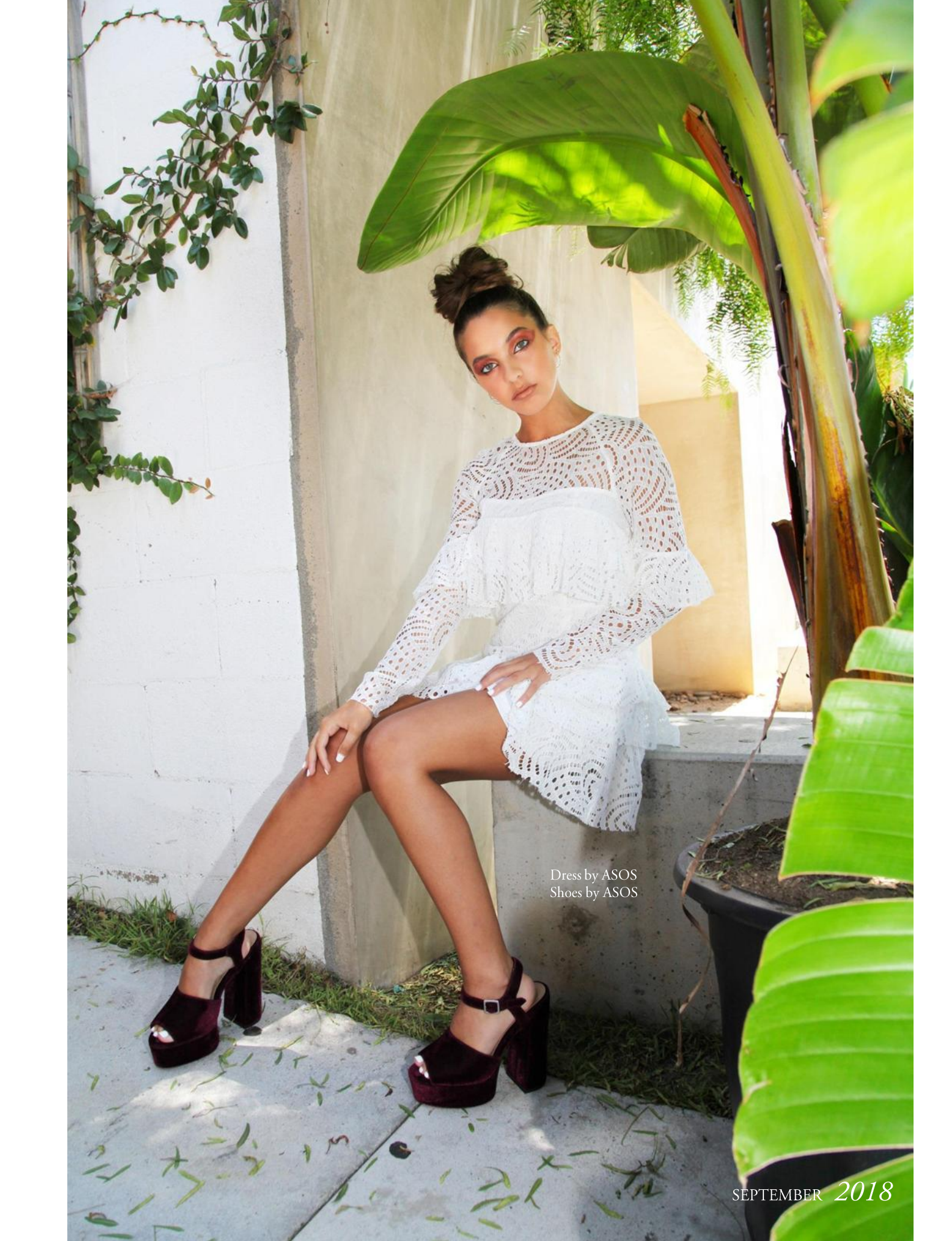
We are in a growth spurt right now! Currently, we are available in CA, FL and NV but plan to launch 8 more states by the end of 2018. In 5 years, we plan to be in most, if not all, US states. We also have many more delicious recipes, so we'd love to have a few more margaritas out there on shelves!

# LEXI RIVERA

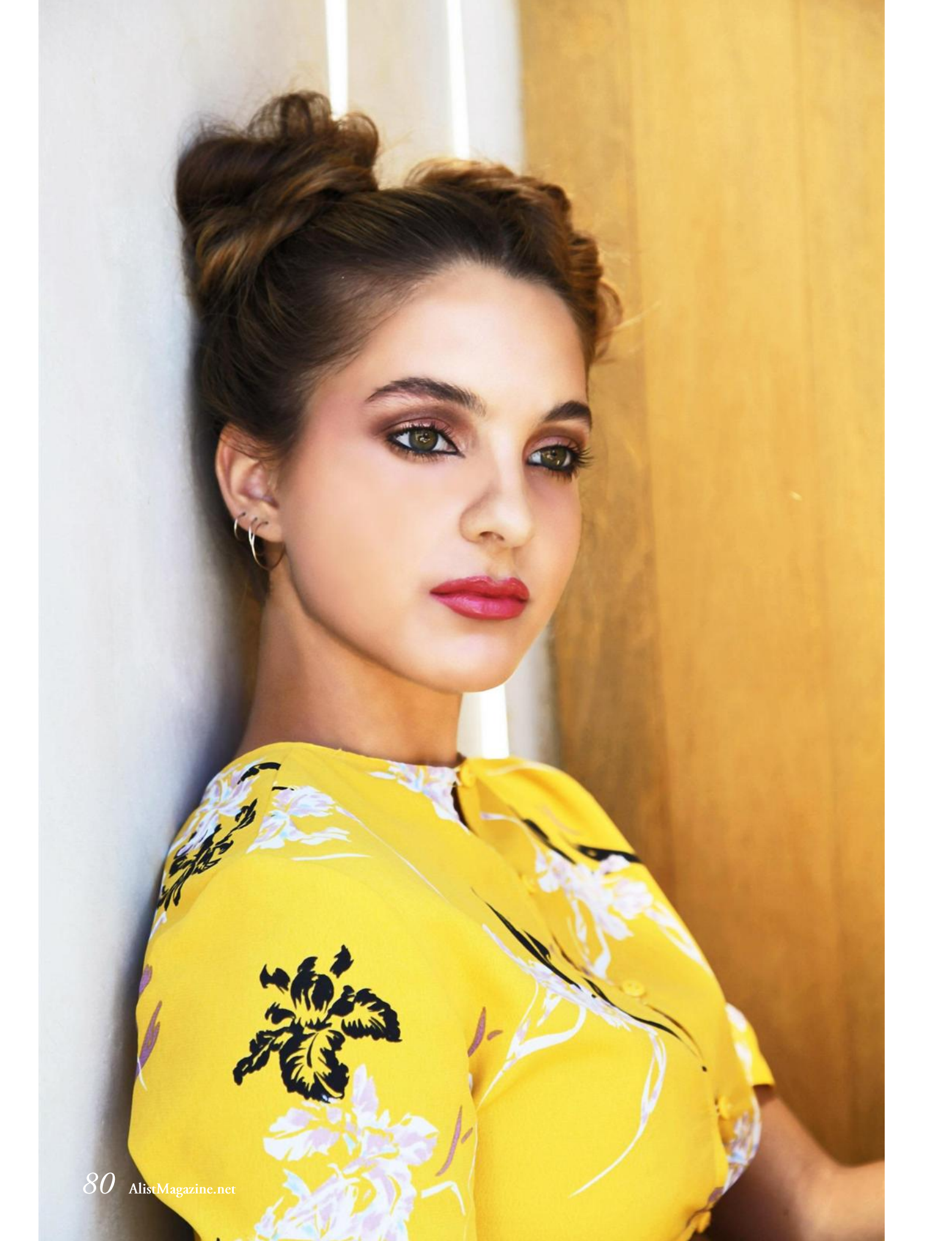
Fashion Editor *Jazmin Whitley*

Photographer: *Susie Q*

Hair & Makeup : Lisa G Artistry



Dress by ASOS  
Shoes by ASOS







Jumpsuit by ASOS



Dress by ASOS  
Shoes by ASOS

**Tell us a little about yourself.**

I am 17 years old and will be a senior in high school. I live with my mom, dad and have three brothers, Brice, Blake and Brent. I also have a golden retriever named Becker. I love to dance, and interact with people on Instagram and youtube.

**Tell us about your YouTube channel.**

It is something that I have wanted to start for awhile, and I finally made my first video this summer. I love it and I post weekly. (on Saturday) I post a variety on my channel depending on what my viewers want to see. I like fashion, beauty and fitness, but I also incorporate some comedy sketches. The people that watch my videos are the best. They give me constant support and keep me motivated. In just one month I have over 100,000 subscribers and I owe it all to my loyal fans. They are truly amazing and I hope my videos will continue to make them smile.

**What are your favorite foods?**

Sushi, sushi, and sushi!!

**Favorite place to eat?**

I love Sugar Fish.

Bodysuit by ASOS  
Shorts by Boohoo



Jumpsuit by ASOS

**We see you keep very fit, can you let us in on your fitness secrets.** I think it is extremely important to to stick to a routine. I work out every other day, but I also dance 6 days a week. I don't feel that working out by itself will give you the best results. It is a combination of a healthy diet and healthy mindset. I believe that you will not look good until you feel good, so it is essential to have a positive attitude. And remember, change takes time, so be patient. As long as you are consistent, you will see results. **Tell us about your personal style.** I do not have a specific style. I like to have variety in my closet because what I wear often depends on my mood. However, I tend to stick to a grunge/chic look. **Where are your favorite places to shop?** Free People, Urban Outfitters, and Nordstrom. I really love small, unique boutiques, and designer stores for handbags and shoes. **Who are a few of your favorite YouTubers to watch?** My brother, of course. :) But also, I like Jeffree Star because he is hilarious....Ha, Ha. **Do you have any plans for this winter?** I am planning to continue working on my YouTube channel. I will also be applying to colleges. I am planning to take a ski trip if I can fit it in. **Where are your favorite places to travel?** Hawaii and Europe. I love London and Paris. I hope to make Japan my next vacation destination. **Do you have any hobbies?** I love to dance, workout, listen to music and hang out with my friends. **What are your must haves in your bag?** My phone, lipstick, perfume, brush and mints.



Bodysuit by ASOS  
Shorts by Boohoo  
Jacket by IF

**Do you have a favorite charity?**

St. Jude. I love that they never turn away a sick child, and that the family does not have to worry about paying for treatment.

**Who do you look up to?**

My mom. She is the most selfless woman ever, and she has taught me the importance of a positive attitude and hard work. Most importantly, she has always stressed how important it is to treat others with respect and embrace their differences.

**Do you have any advice to someone that would like to start a you tube channel?**

Yes. Do it!! Don't procrastinate. Be sure to decide how you want to be perceived and remember to use YouTube as a platform to spread positivity and happiness.

# SNOWLINK

Snowlink.com tells you everything you need to know from where the best trails are to getting the perfect gear for your next snow trip. Check out Snowlink.com tips on packing ski or snowboard gear. If you are new to winter sports, snowshoeing and cross country skiing are quick to learn and fun for all ages making them perfect for families and groups and they are a great way to get some exercise and learn a new sport. Learn all about Snowboarding On The Mountain! Strap in and slide down through trees, terrain parks, or for just a long leisurely ride - turn by turn, listening to the snow crunch under your deck. Greet your crew with a huge grin as you reconvene at the bottom of the hill, stoked to do it all over again! For you pros out there Snowlink has all the info on where you want to be this season and what's new to keep you warm to extend your hours on the mountain. The best lift ticket info and everything that helps you do what you love. It's always winter some where !



SKI / SNOWBOARD / SNOWSHOE / CROSS COUNTRY / WINTER FEELS GOOD / WINTER TRAILS / RESORT & RETAIL FINDER / MEDIA / BLOG /



- Intro to Snowboard
- Gear & Styles on the Snow
- Women on the Snow
- Fitness, Health & Well Being
- Safety & Instruction Tips
- Travel Info
- Kid Zone
- Snow Sports on TV

## LEARN ALL ABOUT SNOWBOARDING ON THE MOUNTAIN

GRAB YOUR SNOWBOARD AND FRIENDS FOR A RIDE UP THE LIFT TO THE PEAK OF A WHITE FLUFFY PARADISE OR SOME FRESH CORDUROY GROOMERS.

Strap in and slide down through trees, terrain parks, or for just a long leisurely ride - turn by turn, listening to the snow crunch under your deck. Greet your crew with a huge grin as you reconvene at the bottom of the hill, stoked to do it all over again!



# MAMMOTH MOUNTAIN



Photo Credit Joey Costa  
YouTube Channel @mensknowhow

## **Mammoth Mountain The Hidden Gem Of California**

**Mammoth Mountain Ski Area** is a large ski resort in the western United States, located in eastern California along the east side of the Sierra Nevada mountain range in the Inyo National Forest.

Mammoth has more than 3,500 acres of skiable terrain, serviced by 28 lifts. The area has 3,100 feet of vertical, rising to an elevation of 11,059 feet, it also has an amazing ski season that normally starts some time in November and can last into June.

**Mammoth Resorts** is the leading four-season mountain resort operator in California and operates a variety of recreation, hospitality, real estate development, food and beverage and retail enterprises. This includes Mammoth Mountain, Snow Summit, Bear Mountain and June Mountain, which collectively host two million skier/snowboarder visits annually. Mammoth Resorts is also the operator of Tamarack Lodge, Mammoth Mountain Inn, Juniper Springs Resort, The Village Lodge, Mammoth Bike Park, Snow Summit Bike Park, Mammoth Snowmobile Adventures, Woolly's Tube Park, Sierra Star Golf Course, and Bear Mountain Golf Course. [mammothresorts.com](http://mammothresorts.com)

### **The Village Lodge is Mammoth**

Located just steps from the best shopping and dining in town, year-round entertainment, and direct gondola access to the snowy slopes, The Village Lodge is Mammoth's premier all-access property offering luxury and convenience in the heart of it all. Amenities include Wi-Fi, fitness centers, heated pool and hot tubs, game and media room, Starbucks room service, child care, the Mountain Center, and complimentary airport and town shuttle service. [thevillagelodgemammoth.com](http://thevillagelodgemammoth.com)

## Jellydish

### Disposable Fruit Fly Traps Kiwi, Lemon, Watermelon

Disposable fruit fly traps with all natural lure included. Place near fruit bowls, drains and garbage cans. Works up to 30 days. 3 beautiful fruit designs; Kiwi, Lemon and Watermelon. Use in the kitchen, in the camper or anywhere fruit flies are a problem. Completely safe. No chemicals.

All natural vinegar lure attracts fruit flies - helps control fruit fly activity up to 30 days.

Non-toxic NO CHEMICALS! and completely safe near food pets and children.

Beautiful disposable fruit designs; lemon, kiwi, watermelon - No mess to look at.

Fruit flies enter the trap and get trapped in the vinegar lure.

Proudly hand-made using recycled materials in the USA



### Garlic Peeler

Peels garlic quickly and easily without the mess of traditional methods. Simply place garlic cloves into the dish and gently twist-n-pinch or tuck-n-roll on the counter. Removes the skins easily without breaking the cloves. The messy garlic skins stay in the dish not all over your cutting board! *The Mess Stays in the Dish.* No Smelly Fingers. Keep Peeled Cloves in the Dish for Later. Also Use as Dry Herb Grinder and Pinch Bowl.

### Colander

Stretch over any small container. Also use for squeezing lemons and fruit with seeds. Many other uses... Makes any container a "shaker" for fresh herbs cheese and more.

The Mess Stays in the Dish!

Small Size is Quick and Easy to Clean

Easier than Getting-Out the Squeezer or Big Colander

Fun to Use Tableside on "Fish Night"

myjellydish.com





## Grain Place Foods

It all began on the Vetter family farm near Marquette, Nebraska in 1953. That is when Don Vetter, questioning the science and ethics of the agricultural practices of the day, began to adopt organic farming methods.

Don's son David returned to the farm in 1975 after earning a Bachelor's Degree in agronomy/soil science from the University of Nebraska. For David, organic, sustainable farming methods became an application of both biological and theological principles.

The Vettters were true pioneers, being among the first in the region to take the organic challenge. Their courage and perseverance paid off; the farm was certified organic in 1978, and became The Grain Place, Inc. in 1979.

The next step was to add grain cleaning and storage facilities to serve small-scale organic farmers and specialty organic food distributors and processors. This was one of the first on-farm operations of its kind in the northern Great Plains. In 1987, Grain Place Foods, Inc. was created to take advantage of value-added manufacturing opportunities, and assumed the grain processing business of The Grain Place.

Now a well-established and growing business, Grain Place Foods is operated by a staff of two dozen highly trained individuals, several of whom have been with the company for over 15 years.

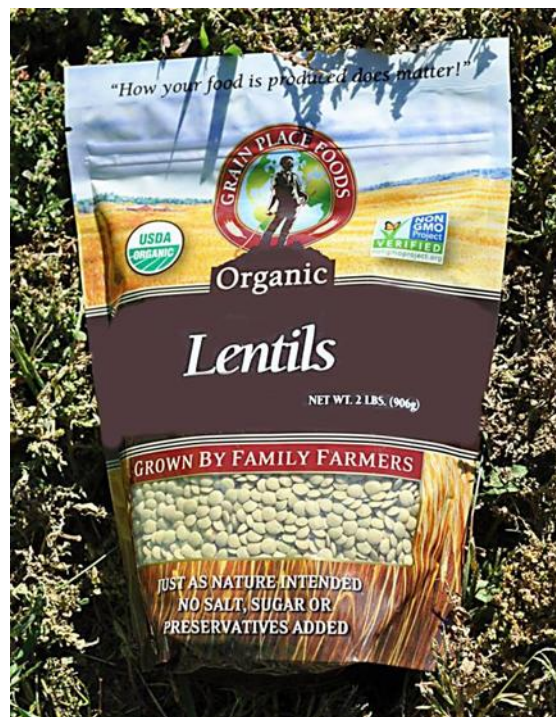
The mission of Grain Place Foods is to provide to its customers grain products that are grown and produced in an ecologically sustainable and socially responsible manner – with the conviction that how your food is produced does matter!

### **Favorite Five™ Organic Mixed Grains Cereal**

Our own top-selling certified organic wholesome blend of rolled oats, rolled barley, rolled wheat, rolled rye and hulled sesame seeds. Favorite Five™ is a high fiber, high protein and delicious way to power your day. Organic, Non-GMO Project Verified, Kosher and 100% Whole Grain.

### **Organic Long Grain Brown Rice**

One of the ways rice is categorized is by size: short grain has the highest starch content and makes the stickiest rice, whereas long grain is lighter and tends to remain separate when cooked. Medium grain rice falls between the other two types. All brown rice varieties are whole grains, with only the inedible outer hull removed – but none of the many nutrients. Use as a tasty side dish (e.g. pilaf), in casseroles and soups, and in rice pudding. Organic, Non-GMO Project Verified, Kosher and 100% Whole Grain. [grainplacefoods.com](http://grainplacefoods.com)



**Green Lentil Beans** are an edible pulse from the legume family. Green lentils have higher fiber than their red brothers and the second highest level of proteins of the legume family after soybeans. Oh, and they're tasty too!



# Made in North Dakota

## Honey B Soaps

Soaps are cold process soaps with lye and a variety of fats. Some sellers sell "Melt and Pour" soaps which are fine soaps, but they still contain chemicals we're not ok with. We put all the ingredients on the label and we're not afraid to wash the children with them. We use only essential oils for scent and benefits; we will use nothing synthetic (i.e. fragrance oils). Our soaps lather great and are non-drying. Homemade soaps contain all the glycerin whereas commercial soaps have had the glycerin removed to be sold as a separate product. That is why commercial bar soaps are drying and Honey B Soaps are great for your skin!

### Essential Oils\*

An essential oil is a liquid that is usually distilled (frequently by steam or water) from the leaves, stems, flowers, bark, roots, or other elements of a plant. Essential oils are not oily at all and most are clear (some are amber or yellow in color). Essential oils contain the true essence of the plant it comes from. Some refer to essential oils as the "life force" of the plant. The use of essential oils has a long history and many believe in the healing power of these high concentrated oils. Essentials oils have different therapeutic properties which are used to promote health, encourage healing and lift mood. We use essentials oils that are steam distilled\*\* and choose them for their overall smell and health benefits..

We do NOT use fragrance oils because these are chemically derived from synthetic substances. Fragrance oils fall under the FDAs "trade secret" rules therefore no ingredients need to be listed. Most fragrance oils contain phthalates which are a whole world of wickedness in and of themselves.

\*If you are pregnant, nursing or have a seizure condition, please take the time to learn about essential oils. Some essential oils may not be appropriate for your use.

\*\*Vanilla oleoresin, Jasmine absolute, Rose absolute and Benzoin are solvent extracted scents that we use. They are still considered natural, but they are extracted using solvents (chemicals-usually hexane) vs. steam distillation.  
thehoneysoapcompany.com



### Goat Milk Soap

These soaps are rich and luxurious! Made with raw goat's milk from a North Dakota farm. Soaps are 4oz. Our Goat Milk Soaps contain Olive Oil, Coconut Oil, Lard, Organic sustainably sourced Palm Oil, Essential Oils, Oxides, Micas and Ultramarines. May contain, Coffee, Poppyseeds, Oatmeal and /or Honey. [thehoneysoapcompany.com](http://thehoneysoapcompany.com)



## Milton Creamery

Milton Creamery is the result of a dream. A dream of doing something to help others in the agriculture world and beyond, adding value to the milk for dairy farmers, creating jobs in the local community and bringing you a product created with art and passion from Southeast Iowa.

The success of Milton Creamery thus far is allowing us to fulfill the dream and giving us a foundation to benefit more people and also people from other walks of life.

The goal of this website is to help you understand who we are and why we started this company and also a source of information on our line of products. Rufus and Jane and our three sons Junior, Galen, and Mark. Jane and I are originally from Pennsylvania where I grew up working with my father growing and selling produce. In September 1992, we moved to Southern Iowa and began dairy farming.

Our Mennonite traditions value hard work, ingenuity, and simple living. Many of our neighbors are Old Order Amish. Although different, Mennonites and Amish are both Anabaptists, of Swiss heritage, and share many values. These common values made it easier for us to work together as dairy farmers and cheesemakers to start Milton Creamery.

Milton Creamery was started in 2006 as a joint venture between local Amish dairy farmers and the Musser family. Today, Milton Creamery is solely owned and operated by the Musser Family with the help of a few outside employees. We continue to use milk provided by local Amish families. Galen has been in charge of making the cheese at Milton Creamery since he was sixteen. He loves what he does and his passion has paid off. At just seventeen, Galen brought home his first cheese award from the U.S. Cheese Championship. Prairie Breeze™ won Best of Class in the Open Hard category.

Quark cheese is a fresh unripened cheese made with cows milk. It has a smooth texture, mild and slightly tangy flavor. It is a white spreadable cheese, a great addition to many dishes. Quark is a German Cream Cheese, the Germans make Quark with cows milk, the French make Chevre with Goats milk. Quark is an excellent substitute for Cottage Cheese, Ricotta Cheese, Cream Cheese and Sour Cream.

[miltoncreamery.com](http://miltoncreamery.com)



# All good

All Good is a lifestyle brand with a clear vision: to live and inspire others to live in balance with nature. We make organic body care products because we want you to feel amazing from the soothing natural benefits of botanical ingredients.

The mission began with Caroline, a massage therapist and outdoor enthusiast who, after working in emergency care on an ambulance, had the vision to create a product that would harness nature's power to heal. She first developed what was to become All Good Goop healing balm in 1997 on a northern California organic family farm where she lived and worked, initially using her product for herself when rock climbing and farming. Soon she was giving away her balm to family and friends and was humbled by their response. Anyone who tried it raved that All Good Goop was the only thing that helped just about every skin ailment. After giving this magical healing balm away for years, she decided to share it with the world. So, from Caroline's kitchen to you, the company continues to grow with a diversity of body care offerings inspired by the very first product. Her husband, Ryan, joined in 2008 taking charge of All Good sales and building the brand. As the branches extend, the roots grow stronger. We are grounded in core values that keep us delivering supreme quality, pure, simple and organic remedies for nurturing your body.

Elemental Herbs is the original name of the company, and was the brand name for the first eight years. All Good has emerged as the name that ties the whole line together, and ties the brand back to its beginnings of the very first product: All Good Goop. We have the same "elemental" formulas made with the same organic "herbs", and now we share these with you under the brand name ALL GOOD.

The All Good team is now headquartered in Morro Bay, California, where we renovated a downtown warehouse into an eco-friendly environment for offices, inventory, shipping (and the occasional game of foosball or piano recital). Just up the road is our organic farm where we grow food for the team and Calendula for All Good products. The farm also serves as a playground for company gatherings, venue for non-profit partners, and campus for a local nature school. Your purchase of All Good products directly supports environmental restoration and education projects through our partnership with 1% For the Planet. As a certified B Corporation, we challenge ourselves to live and do business by these triple bottom line values everyday. [allgoodproducts.com/](http://allgoodproducts.com/)

**All Good Coconut Oil**  
Organic Unrefined Virgin Coconut Oil. All Good Coconut Oil is an excellent skin moisturizer, deep cleanser, antibacterial shield, natural sunscreen, and also helps to reduce wrinkles and premature aging.



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Clinique Made in America!



# Hosting Holiday Parties in the Best Kitchens in America

The holidays are right around the corner, which means that people all over the country will be preparing for the upcoming season's many festivities. For those in need of a new apartment before the holiday parties begin, Apartment Guide has put together a list of top metros for kitchen amenities along with space saving ideas for holiday entertaining.



## Holiday Kitchen Prep: Creative Kitchen Space Saving Ideas for Seasonal Entertaining:

**Holiday Cheers!**

- Toasting to the holiday season can be difficult if there isn't a convenient place to store the wine. An under-the-cabinet wine rack is the perfect solution to this storage problem that will also double as a great decorative piece for the kitchen.



**Forget the Mistletoe**

- Instead of hanging mistletoe from your ceiling, consider your pots and pans! These easy-to-reach pots and pans racks look great and provide extra room in kitchen cupboards to store all of your holiday entertaining pieces.



**Deck the Shelves with Pops of Color**

- Build a few shelves to store and display kitchen accessories. This allows you to have utensils within reach, remove unnecessary counter clutter as well as get creative with pops of color that can be tailored to any holiday.



**Prep, Store, Dine!**

- Adding a free-standing kitchen island can serve multiple purposes. Not only can you use it for meal preparation, as well as for storage, but add a few stools and guests can also use it for additional dining space.



Methodology- Apartment Guide looked at their data for the top cities with apartment listings that included stainless steel appliances, dishwashers, microwaves and island kitchens.  
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A-list Nation's editor's pick for Skin Care



This Product is Made in the USA

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