



33 COLD GYMS

Of all the fitness crazes that seem to pop up each week, cold gyms are really bringing something new to the game. “Out of the 36,000 fitness concepts currently in the United States, we are the first to focus on exercising below 68°F,” says Johnny Adamic, co-founder of Brrrn, the freezing fitness space that he opened in New York City earlier this year, promoting a brand-new “coldture” around exercise. “It’s an abundance of heat, even in ambient temperatures, that gets in the way of a great workout,” says co-founder Jimmy T. Martin. Turns out heat makes you fatigue faster and you’ll burn more calories and fat as your body tries to warm itself. So the next time you want to work up a sweat, turn the thermostat down.

POUR MOI
CLIMATE SMART
DAY CREAMS
(\$50 EACH)



TEXT: 31 BY ASHLEY JOSEPH; 32 BY PAHULL BAINS; 33 BY LAUREN HAZLEWOOD; 34 BY LEAH RUMACK; 35 BY LESA HANNAH. PHOTOGRAPHY: 31 (WINE) BY JENNA MARIE WAKANI AND (PORTRAIT) BY JEMALLE LOS; 32 COURTESY OF SEEDUP; 33 BY CEDRIC TERRELL; 34 BY BRANDON ALLEN; 35 BY DANIEL HARRISON.

34

MEDITATION

Back in the olden days of 2012, meditation was something millions of people did all by their lonesome with only the Headspace app for company. But now, savvy start-ups are turning mindfulness into the new Pilates studio. While you’ve always been able to catch a deep-breathing class in the basement of your neighbourhood Buddhist temple, there’s been a recent explosion of spaces opening in Toronto that cater to the stressed-out masses in need of a meditation minute. The Quiet Company, a relaxing studio with a low-key vibe, opened in the heart of King Street West in June. Then the high-tech Mindset Brain Gym in Yorkville—where you can monitor your brainwaves and breathe with a headband worn during class—joined the game. And now, the 465-square-metre Hoame studio has opened its doors, complete with a high-end eco mountain resort vibe, comfy couches, complimentary organic juice shots and a small gift shop filled with branded merch. At Hoame, classes take place in the “dark” room—a womblike sanctuary with twinkly ceiling lights—or the “light” room, a bright studio with a living wall of tumbling greenery. You can also book chill-out sessions in a Himalayan-salt cave or an infrared sauna, attend special workshops or just bond with equally mindful chums in the swish hangout spaces. “For us, the biggest thing was to create a sense of community,” says Hoame co-owner Carolyn Plater-Zyberk. “We want to bring like-minded people together and have them hang out here.”



35 GEO MOISTURIZATION

Skincare has always been dictated by our skin type, age or issue, but Pour Moi is designed for the climate we’re in. Ulli Haslacher conceived the brand after noticing that all of her skin problems were related to the weather, so she took the concept to a biochemist in France. “It’s the first skincare line that aligns with skin’s different ways of staying hydrated based on climate realities such as humidity, temperatures, manmade environments, UV light and pollution,” says Gaëlle Andre, who developed it using a patented technology that mimics skin’s natural moisturizing factor. The day creams all contain varying amounts of squalene and glycerine, which are both “best in class” for hydration and combined with other ingredients. It’s these variations and combinations that tailor each cream to temperatures: Polar is lightweight, with “film-forming capabilities to protect the skin from cold, dry air,” while Tropical is designed so that “skin gets proper hydration in the deeper layers by being able to catch water molecules from the air.”