

cosmetics

INSPIRING CANADA'S BEAUTY EXPERTS

FRIDA
GUSTAVSSON
*Nina Ricci's Ethereal
Model Muse*

SPRING
in bloom

BEST IN SCENT
Fragrance Awards Winners

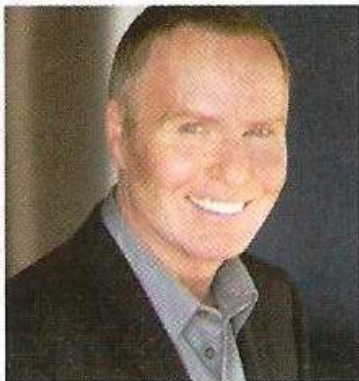
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Who's at the top of their beauty PR game? After polling Canada's beauty journalists, we found the professionals who inspire and innovate with their brands, handle media requests with style and prowess and go out of their way to get all the latest information to you, the readers. Here, we profile the winners and their secrets to beautiful best practices.

CANADA'S TOP 20

BEAUTY PR REPS 2013 RANKINGS



6

JOHN
MACKAY
MACKAY & CO.

“John and his team are very professional. His style is to share information in a direct manner. He is very familiar with the industry and he understands what your needs are as an editor.”

*Industry Experience: 15 years; Brands: Vichy, SkinCeuticals,
Live Clean*