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TALKING DIRT WITH CANADA’S GARDEN GURU  
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DIRECTOR & EDITOR – Hong Zhao
GRAPHIC DESIGN – Ted Niles, Barb Kelly
WRITER – Beth Parker
CONTRIBUTOR – Ted Niles
ACCOUNT MANAGER, ASSISTANTS – Pierina Mevius,
Fran Battaglia, Calin Nemes
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BeachesLife is the sister publication of Beaches Living Guide (established 2004).
BeachesLife magazine, with a circulation of 20,000, is delivered six times a year, free of charge, to
the majority of households and businesses in the Greater Beaches Area.

Ask Mark Cullen anything about gardening and he’ll talk about dirt!

Canada’s foremost gardening spokesman, a Toronto
native with family that goes back five generations in the
city, Mark Cullen knows about gardening in Toronto,
and across Canada. He started working in the family
business, Weall and Cullen, when he was 13 years
old. The well-known Toronto gardening company
was founded by his father, and one of the city’s early
landscape garden businessmen, John Weall.

John Weall came to Canada from Nottingham, Great
Britain after serving in WWI and then studying
landscape gardening. An original Beacher, John lived
upstairs at Queen East and Balsam (the northwest
corner where there is now a dental office.) In 1941,
John met Len Cullen, who was 16 at the time, and the
two hit it off.

With over 30 years between them, “John Weall was a
teacher and a mentor,” says Mark, “And my dad was like
a surrogate son to him.” Under the leadership of the
two, Weall and Cullen grew successfully in Toronto’s
ewest market corner for 62 years until May 2003 when Sheridan
Nurseries bought the business. An Ontario botanic
landmark, Cullen Gardens and Miniature Village in
Whitby was founded by Mark’s father Len.

Mark advises anyone who wants a healthy garden to
first of all, pay attention to soil preparation; and then
compost, and mulch (in that order).

“The first step is very easy, very straightforward, and
always the same,” he says, “Make sure you invest well
in your soil.”

“We give it little thought because we don’t see the roots
at work, but it is absolutely essential that you provide an
environment that encourages healthy root development.

“I remind people that here in Canada you wouldn’t
consider building a house without a foundation.
In the same way, don’t consider building a garden
without preparing the soil. If you have healthy roots,
you’ll have a healthy plant.”

He then advises the use of compost to enhance the
quality of soil, and cedar mulch to cut down the weeding
and watering. For his own 10-acre garden, Mark brings
in 4 truckloads of mushroom compost, and literally tons
of cedar mulch, he says, “People are shocked!”

Your comments and suggestions are welcome.
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“Mulch reduces the weeding so dramatically that you’ll just save hours, so you can take that time and invest it in the things you really enjoy about gardening,” (which for most people isn’t dragging around a hose and crawling on their hands and knees pulling out weeds.)

“My goal in gardening is not to become a slave to those things you don’t like or really enjoy about it,” he adds, “and for most people, this means reducing the weeding and watering.”

By mulching and weeding in his own garden, Mark estimates that he reduces his own weeding by 90 percent and watering by 70 percent.

Mark now focus on various projects, including being the spokesperson for Home Hardware Lawn and Garden, hosting weekly TV segments, and writing. Over the years, he’s particularly enjoyed watching and analyzing garden trends across the country.

For example, Mark has seen the focus in Canadian gardening shift dramatically over the past 20 years, away from what he calls a “formal sanitized approach” to a more natural approach. “The younger 20-30 year-old generation has taught us to throw away the rule book,” he says. “There no longer are expectations of what one should grow, or where you have to place your plants.” As a result, perennials can be planted with annuals, rose bushes don’t have to stay in a dedicated rose garden, and one of the biggest broken rules, flowers are mixed together with vegetables.

In fact, when you ask Mark whether he prefers vegetables or flowers he simply states, “I can’t answer that. That’s like asking me which child I love best!”

But he does have his favourite plants; for example, this season one of his top annuals is Rainbow Mix Swiss Chard. The seed packet produce plants that range in “hot” rainbow colours, red, yellow, pink, cream. They are easy to grow, and best of all, you can both admire them as ornamentals, or eat them!

Mark has also watched with enthusiasm the growing interest in the environment, the popularity of Native plants, and the concept of garden-connectedness. “A generation ago,” he explains, “We thought that by having a fence or a sharply pruned head hedge we had our own space. But now we know that your garden and your neighbours’ garden are connected with the larger green spaces in the urban environment. The activity in your garden, including the wildlife that visit your garden, is influenced by Lake Ontario, the beach itself, public spaces, and the gardens on your own street.”

Certainly more and more people are gardening today, and those who already garden, are gardening even more. Mark sees this as a wonderful trend. “There’s only an upside to it,” he says. “The more people who garden the better place Canada is a place to live, and we become better people for it.”

Mark lives in his environmentally friendly dream home where he enjoys his 10 acre garden: an acre for vegetables, 50 trees, 3 meadows as well as a garden close to the house so he can sit outside in the good weather and work on his computer. His latest project has been completing his new book, The New Canadian Garden, published by Dundurn Press here in Toronto.

Mark invites you to sign up for his free newsletter at markcullen.com
It’s been proven by scientists that our brains are just not designed to think or act on two or more things at full capacity at the same time. We can switch tasks just fine, but each time we do, our brains have to “reset” in order to focus. As a result, instead of being more productive, we’re less productive and even less creative.

For example, if you are sending an email and talking on the phone, the part of your brain that helps you see (your visual cortex) isn’t as efficient. As a result, your email may contain mistakes or be missing information. And when you hang up the phone you may ask, “now what was the person telling me?”

It takes an average of 15 minutes to re-orient to our task after a distraction such as an email. Efficiency can drop by as much as 40%.

So why do we even try to do it? Our brains are wired to gather information that comes to us in the forms of sound, smell, sight – whatever form of distraction. So while we welcome the distractions, we continue to try and multi-task.

There are ways to avoid overload and instead, “mono task”. So save your brain power and gain a little focus!

- Try to do tasks one at a time by sticking with one until it’s completed. If you do need to move on, try to spend at least 20 minutes doing just one thing.
- Write down all your tasks on a list so your brain doesn’t have to remember them. You can check them off as they are completed. For sequential tasks, try setting 15 or 30 minute intervals to set “focus time.”
- Choose a place for focus work that is free of distractions. It may be a meeting room that is not being used or a quiet corner of a local library. When you’re not in your own environment, you are also less likely to get distracted.
- Practice being less reactive to stimuli. Just because your music app tells you to check out a new song, it doesn’t mean you have to do it now. Leave emails to a specific time of the day to answer. Choose what information you look at and what you discard immediately. It’s always good to ask yourself, “is this really worth my attention at this moment in my life?”

Finally, truly listen to conversations that are important, such as a story from a friend or a child telling you about their day. Turn off electronic devices; keep your hands away from remotes, magazines, papers; look into their eyes; and really listen to what they are telling you. You’ll hear more and you’ll also make a better impression as someone who’s focused and cares about the conversation.

**The Myth of “Multi Tasking”**

Multi tasking is often considered the ultimate quality of the busy, successful individual. True? How many tasks could one person do at once?

- Could you find a way to talk on the phone while checking your emails? Write a report while watching television? Check in with a colleague while sorting through paperwork?

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Multi tasking is often considered the ultimate quality of the busy, successful individual. True? How many tasks could one person do at once?
When we think of spring, we think about fresh air and light breezes, beautiful shades of light green that cover our trees, bright sunshine beaming through thin branches, blossoms of yellow Forsythia along with bright spring flowers poking through the ground, sound of birds, spring water running through creeks and over waterfalls. We also know that this will come and go very quickly in Toronto.

Even though spring officially started March 21 and ends June 21, in Toronto we know that it doesn’t really “feel” like spring until early May. For a season that goes by in a blink of an eye, what can you do to enjoy this most special time of year?

• **NATURE** – Our days are getting longer! Take a stroll in the evening when it’s still light and look for signs of new life, birds returning, bugs (even though they are not everyone’s favourite), buds on branches and early spring flowers. Springbird Festival is on Saturday May 14 is International Migratory Bird Day. Check out activities at Toronto’s Tommy Thompson Park! springbirdfestival.ca

• **FOOD** – Savour spring produce wild or farmed, they are the first grow of the season, enjoy their real fresh taste: asparagus, fiddleheads, spring baby greens, rhubarb, green peas and radish.

• **FOR SOMEONE VERY SPECIAL** – Mother’s Day is Sunday, May 8. What can you do to make your mother feel special? Think about the things she likes or what she likes to do, such as going out to her favourite restaurant, see a show, or visit a botanical garden. Mothers will always treasure that little (or big) thing you did for them.

• **VICTORIA DAY LONG WEEKEND (A.K.A MAY 2-4) & FIREWORKS** – Opening up the cottage, going on the first camping trip of the year, deck opening with your favourite BBQ. Monday, May 23 – Toronto’s most popular fireworks at Ashbridge Bay.

• **PLANTING SEEDS & GARDENING** – this is also the best time to prepare and plan for your garden. But hold on, the experienced gardeners will warn you, wait until the “May 2-4 weekend” to plant your annuals, or you might be sorry. After all, we live in Canada and historically proven May 2-4 weekend is the safest bet.

• **A FRESH NEW YOU** – Spring is all about “new and fresh” and it is also a great time for trying something new. Maybe a new hair style or colour. Try a bright new colour that you haven’t worn before. Take a walk in a different neighbourhood and meet new people.

• **GET OUTDOORS** – Exercise outside. Feel the warmth of the sun on your body. Goodbye indoor gym. Time for walking, hiking, biking, scooter, skateboarding, canoeing and kayaking – the options are endless.

**HAPPY SPRING!!!**
There was a reason for our grandparents taking a daily dose of “cod liver oil”. The strong, rather unpleasant tasting oil contains almost half of Health Canada’s daily dose of vitamin D. But today, many Canadians are at risk of not getting enough of this important vitamin. There are now, many other options to cod liver oil (although you can buy it in pill form), but here’s why it’s important to get your “daily D”.

**Essential for health and fighting disease**

Vitamin D has always been known for keeping bones and teeth healthy. But recent research suggests that vitamin D may also have benefits in fighting infections, reducing heart disease risk factors, and preventing diabetes, multiple sclerosis, and some types of cancers (especially colorectal cancer).

**Doesn’t the sun give us enough?**

Vitamin D is often called the sunshine vitamin because our skin is able to make the vitamin when exposed to the sun. But not all of us convert the sun’s rays in the same quantity. Lighter skin, for example, absorbs vitamin D more easily than darker skin. And in winter climates where people remain indoors most days, there’s a risk that none of us get enough.

Too much vitamin D is not a good thing so you have to be careful. Many nutritionists recommend a simple blood test so you have an exact idea as too how much you should take.

**What are food sources of vitamin D?**

There are a few foods that have vitamin D and several that contained added vitamin-D.

- Eggs yolks and fatty fish such as salmon, mackerel, sardines and tuna, naturally contain substantial amounts of vitamin D.
- Cow’s milk, infant formula, and margarine have added vitamin D as required by the Canadian government.
- Other common foods that are made with vitamin D-fortified milk include yogurt and cheese. Some fortified orange juices also have vitamin D added.

Check out the Nutrition Facts table on food labels to see if a packaged food has vitamin D. A food has a lot of vitamin D if it has at least 15% Daily Value (DV) per serving.

**How much?**

Health Canada says Canadians should take from 200 to 600 International Units of vitamin D a day for good bone health. The Canadian Cancer Society, however, recommends 1,000 units because of the role research now believes the vitamin has in preventing certain cancers.

Like all good health factors that nourish our body and mind, we need to work vitamin D into our daily routine where it will become almost second-nature – ensuring us lasting good health.
YOU CAN JUDGE THE WINE BY ITS LABEL

Wine labels are often beautiful to look at or contain delightful, robust wine for a warm spring evening on the labels contain a lot of information that help understanding of what you're buying, it’s worth

Common elements on your wine label:

Winery or producer – e.g. Inniskillin
Every producer and/or winemaker has their own history, approach to winemaking and file a particular market niche.

Name of the grape variety – e.g. Pinot Gris
The specific kind of grape used for the wine is the second most important piece of information. Each grape has a distinctive aroma and flavour. Some thrive in warmer climates, others love cooler weather (like Ontario).

Vintage Date – e.g. 2014 was a good year for many wines
This refers to the year in which the grapes were harvested, not bottled. Due to the condition of climate of the harvest year, this is very important information. Not all wines from the same winery are created equal. Also, some wines improve with age but not all.

Appellation of Origin – e.g. Sonoma Country, Napa Valley
This refers to the region in which the grapes were grown. In most other wine-producing countries, these wine-growing regions or appellations are defined by law. This is why only grapes grown in the champagne area of France can be made into real champagne.

In Ontario, VQA means the wines are made exclusively from Ontario-grown grapes, and a region is always indicated, e.g. Niagara, Prince Edward County, etc.

In France, the appellation of origin is usually used as the name of the wine instead of the name of the grape, for example, Burgundy and Bordeaux, both regions in picturesque vineyards.

Alcohol Content
This information is given in percent by volume. Table wines traditionally range between 10% and 14% alcohol content with a lower level meaning a lighter tasting wine.

Proprietary and Blended wines
If more than one type of grape is used, the wine is considered blended, using a specific recipe. Merlot, for example, is an ideal wine for blending.

Produced and Bottled By
Ideally, wine is produced and bottled by the same producer. This means more quality control and a better product.

Special Terms
Reserve – generally means a wine deemed of higher quality than usual by its producer.

Other special terms that refer to a specific vineyard or winemaking techniques include: Bottle Fermented, Special Selection, Barrel Aging and Barrel Fermented.

Reference: Grape Growers of Ontario
Spring Coats: We’ve got you covered

Spring is the perfect time to talk about coats! The spring coat is usually a contrast to the winter coat: thinner, more carefree, should be draped, without lots of hardware on the fastenings.

Spring temperatures can be just as variable as the winter we’ve had, which is why there are coats for every kind of weather nature throws at us: sunny, wet, warm and cool. There’s also a coat to match your activity whether it is a night on the town or a hike in the park!

This spring’s coats are shown in traditional colours of taupe, beige, as well as the top spring colours: bright green, butter yellow, red, lilac, “coffee”, grey, light blue, peach, rose and bright blue.

Top styles for women
A great spring coat is a statement piece that gives your look a finishing touch. Think of it as a second dress. Look for lighter, brighter fabrics, clean lines and sweet colors (blush or nude are must-haves).

• Long, loose “duster coat” or tailored from head to heals
• Dress length “collar - less” to take you from day to evening
• Trench in all lengths and colours
• Bomber jackets in all fabrics and fabric combinations

Very trendy!
Spring is a youth, fun season. Why not make your coat the trendiest part of your wardrobe?

• Small floral prints and mixed fabrics
• Animal prints trimmed with leather
• The loose “cardigan” coat

Length
• Long (midi), knee length, mid-thigh and short

Classics still in style
• Leather and suede but note, black and brown classics have been replaced by saturated colors: purple, turquoise, green, red, orange and yellow.

• Denim jackets, long, short, light wash to dark.

For men
• 1950s bomber jackets remain a versatile choice for casual days and a cool and comfortable look.
• Iconic Denim in medium washed indigo
• Choose an outdoor vest instead in navy
• Sporty hooded Anorak in bright blues or greens
• Leather jack, black of course!

COAT TIPS: A good spring coat will cover you beyond our brief Spring. Pick one that you can wear on cool summer evenings, during the Fall, windy days, and even on especially warm Winter days. If you intend to invest in a broader seasonal coat, consider the colour, length and a removable lining.
A Great Vintage – Movies to Wine About

The only thing better than getting your wine on is doing it while curled up in front of your television with a wine-related movie. Here is a list of some great movies about wine. Some are funny, some are sad. Others are dramatic where some are based on fact. This is one list of movies where you and your friends are encouraged to “wine” about. One question, who’s bringing the cheese?

Year of the Comet (1992)  Dir. Peter Yates; Penelope Ann Miller, Tim Daly, Louis Jourdan


Sideways (2004)  Dir. Alexander Payne; Paul Giamatti, Thomas Haden Church, Virginia Madsen, Sandra Oh

A Good Year (2006)  Dir. Ridley Scott; Russell Crowe, Abbie Cornish, Albert Finney


Corked! (2009)  Dir. Ross Clendenen & Paul Hawley; Ross Clendenen, Marina Finch, Brian Hoffman


Somm (2012)  Dir. Jason Wise; Bo Barrett, Shayn Bjornholm, Dave Cauble, Ian Cauble

The only thing better than getting your wine on is doing it while curled up in front of your television with a wine-related movie. Here is a list of some great movies about wine. Some are funny, some are sad. Others are dramatic where some are based on fact. This is one list of movies where you and your friends are encouraged to “wine” about. One question, who’s bringing the cheese?
The warmer weather, more daylight, holiday weekends – it’s the time many of us think of the BBQ meals on a deck or patio. What better way to kick back on weekends, or entertain friends and family! So get out the BBQ, give it a spring clean, and get ready with a perennial BBQ favourite – the burger!

5 Things to do Before Firing up your Grill:

Before you fire up the grill this Spring, the first and foremost thing to do is give your grill a spring cleaning and check-up.

1. Exterior Clean – The bbq does not always have to look scrappy and rusty, a good exterior cleaning can make it look almost as good as new. Don’t forget to clean the cover.

2. Safety Check-up – Inspect all hoses, tubes and connectors for wear and tear and replace if necessary. Then fire it up and perform a leak test to ensure everything is working properly.

3. Check the ignition and other parts – Clean the ignition and replace the batteries so it’s ready to fire it up when you’re ready to bbq. Tighten up any loose screws and bolts and lubricate hinges and wheels.

4. Interior Clean – All you will need is good heat works properly. The bbq does not always have to look scrappy and rusty, a good exterior cleaning can make it look almost as good as new. Don’t forget to clean the cover.

5. Treat yourself – Open the bbq season with a simple grill, it can be some fresh vegetables or homemade burger. Not only are you rewarding yourself for your hard work, celebrate the beginning of the bbq season, you are also making sure everything works properly.
Beaches Living would like to thank everyone who came to the 9th Annual Beaches Kids Program Open House and the local businesses who showcased their programs and services to help kids live their dreams!

Special thanks to our volunteers Jennie Piekos and Wayne Yeechong who spent their whole day with us.

![Event photos & video online: beachesliving.ca/kids](image)

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When we think of Spring, we think of new growth, fresh air and cleaner environment. There is nothing that makes us feel better than treating ourselves to a deep, thorough cleaning and cleanout, a total refresh or reboot for nature as well as ourselves.

To prepare for the new beginning: de-clutter our homes, offices and surroundings, both inside and outside; get out the dusters; pick up a new can of paint; or call a professional to update our décor. When we can open the windows and doors, the fresh air flows through our homes, and we will thoroughly enjoy and appreciate the new beginning with many new plants and flowers growing out of the ground and trees bursting to life with fresh leaves and glorious blossoms.

SO MANY PROJECTS TO TACKLE, WHERE DO YOU START?
When you break a project into smaller steps, it seems more manageable. Start with a list of what you want to get done, and be prepared for one project to expand into another. Cleaning and repairing comes before painting a room, for example.

5 Rs of Deep Spring Cleansing:
1. REMOVE things that are no longer needed or fit. Visible and especially invisible objects hiding in the cupboards, storage units, drawers, bookshelves or even your china cabinet (chipped china).
2. REPAIR what needs to be fixed, touched up or replaced.
3. RETOUCH with a fresh coat of paint for the room you feel has outdated colour or is not quite your taste anymore.
4. REPLACE some old furniture or lawn chairs that no longer work in the space. Leave them on the curb – one man’s trash can be another man’s treasure. Make room for a new piece that cheers you up and will work in your space and décor.
5. REJOICE and celebrate all your hard work and new spring-cleansed home. Bring in some plants and flowers for added colour and life.

5 Deep Spring Cleansing projects
1. HOUSE – Pick a room each week to thoroughly clean, top to bottom. Empty the room and scrub clean, noting where repairs could be done. If it looks like a major project, make a project list.
2. CLOSETS – Pull out all your clothes in order to clean your closets. Put each item back, removing the ones you want to send to a clothing charity and setting aside the ones that require repairs. Note which repairs you can do yourself and take the others to a local seamstress or tailor.
3. KITCHEN – Remove items from one set of cupboards at a time. Wipe down shelves and put items back, discarding any that are past their “best by” date; donate unopened items you don’t need or want. Restock with healthy choices.
4. BATHROOM – Empty all cabinets and wipe clean. Wash bath mats and shower curtains. Return unused or past due date medications to your local pharmacy for proper disposal. Ask yourself, “do I need each item?” Restock with what you need.
5. GARAGE – Dig deep into your garage and you will find things that have been hiding there for many years. If you haven’t used them in over a year, it’s time to let them go. A good sweeping and tidying up will give you a new spacious garage.
Have a quirky corner? Just ask Kevin.

A prairie boy who came to Ontario to further his studies in design and cabinet making, Kevin Karst brings out the best in one of nature's most beautiful gift — wood. Using only wood from domestic trees, he designs and fashions custom cabinetry and furniture, and does home renovations from his studio, Kevin Karst Design Inc., in Toronto's east end.

Kevin started working with wood in the 1970's. After operating his own shop in Sintaluta, Saskatchewan, he came to Ontario to study industrial design at Ottawa's Carleton University. He has a Journeyman's qualification in cabinetmaking and continues to advise at the university. He and his wife, a professor at York University, live in Cabbagetown, where they raised their two children.

“Everything we do is custom,” he says, “we work on older homes in Toronto's downtown core, often Victorian houses, where no dimensions are standard, the ceilings are taller than ‘normal’, and there’re lots of quirky corners.”

Kevin's favourite woods are walnut and maple, and when he talks about wood, he’s usually talking about the entire tree.

“My approach is to use as much as possible the same tree in order to ensure colour consistency and pattern.”

When working on a large piece, such as a piece of furniture or an entire wall of cabinets, Kevin makes sure that the wood he uses comes from the same tree. He has the mill number the sheets of veneer they cut from each tree so that when Kevin designs the cabinet doors, he can line them up properly.

“A small beauty spot in the wood”, he explains, “will show you the growth process of the tree. You can see the entire ‘story’ of the piece of wood across the cabinet doors.”

He's particularly proud of one project where 30 feet of cabinetry had to match an additional 20 feet, built two years later. He applies many other techniques for ensuring high quality, durable work, which he learned years ago when working at a high end furniture factory.

With 35 years of experience in woodworking production, Kevin places a high priority on the design process, making sure that clients don't feel rushed at this stage by not making the design fee a separate hourly rate. “Our clients like to take the time to talk about the design, and be well informed. We hear back that people really appreciate this approach.”

Fifteen years ago Kevin made the commitment to use all water-based and non-toxic solvent and finishes. “It’s so much healthier for those who work in our studio as well as the homes we work in,” he adds. “All the stains used are mixed in the shop.”

Most of Kevin's work is for kitchens, although he also does a lot of bathrooms, home offices, closets and furniture. He’s also quite happy to start with a small project. “Sometimes people want to try you out first,” he says, “which I understand. We’ve ended with many long term clients who have come back again and again over the years.”

Kevin Karst Design Inc.
647-722-4165 • kevinkarst.com
**My Secret Beaches Spot**

This might make you shiver, but I love to watch these kite sailers, a sure sign that spring has arrived!

A. Connaut

Do you recognize it? Tell us where the Secret Beaches Spot photo was taken, and you could win a signed copy of *The New Canadian Garden* by Mark Cullen.

Email your answer by May 10 to info@beachesliving.ca.

Send us a photo of your Secret Beaches Spot with a brief description. If we use it you could win signed copy of *The New Canadian Garden* by Mark Cullen. Email your photo to: info@beachesliving.ca.

**Congratulations!**

Cheryl and her family (posing in front of their favourite) along with Lorissa are the winners of February’s Secret Beaches Spot Special Edition contest. Thanks to everyone for sending in photos of your personal favourite waterfront landscape art installations.

(Left) *The Belly of a Bear* – artists Caitlind r.c Brown, Wayne Garrett and Lane Shordee, Calgary, Alberta

(Right) *Flow* – artists Team Secret: Calvin Fung and Victor Huynh, Toronto, Ontario

**POST EVENT UPDATE, PHOTOS & VIDEOS**

A BIG THANK YOU to our volunteers and organizations for making this event a great success. See you in 2017!
If it Sounds too Good to be True, it Probably is

Spam has found its way into our lives. It is sitting in our electronic in-boxes, it calls us on the phone and is texting our mobile devices. Spam tells us that our IDs have been compromised, or we have won a trip or money and asks us for our personal information so they can verify who we are. The challenge we all face is how to identify it from real business.

What is E-mail Fraud, “Phishing” and “Brand Spoofing”

These are attempts to get you to volunteer personal information or install malware on your computer. They fool you by using fraudulent e-mail messages and websites that look like they are from legitimate companies, such as a bank, online retailer or government agency.

The e-mail you receive may look real, with company logos and links, but you may have actually received spam from a criminal “phishing” for information.

How can you tell if an e-mail is fraudulent?

Here are some things to keep in mind:

- Your bank never sends e-mails, or calls you on the phone, asking for personal information such as your credit card number, online banking password or your mother’s maiden name.
- Beware of unsolicited e-mails that have a sense of urgency and warnings that your accounts will be closed or your access limited.
- While some fraudulent e-mails may look professional at first, if you look closely you may notice spelling and grammatical errors.
- Fraudulent e-mails may not be personalized, but instead addressed as “dear valued customer.”
- An e-mail notifying you that a money transfer is being sent from a person you don’t know, is likely fraudulent.

So, how can you protect yourself?

- Be wary and don’t be afraid to ask questions. If a message looks suspicious for any reason, call the person or company to check or search online through Google if anyone else has had the same message.
- Don’t open attachments. These can infect your computer with a virus or other types of malware.
- Never reply with personal information. Such as: bank account numbers/passwords, Social Insurance number, Health card number, driver’s license number, home address, or any personal info about age, marital status, etc.
- Report and delete spam. If you receive spam, you can report it to the Canadian Anti-Fraud Centre. antifraudcentre-centreantifraude.ca

Suspicious Phone Calls

Spam isn’t only delivered electronically. The latest in technology fraud involves a call from a real person, giving you the name of a company and even a phone number to call and check (and when you call, you actually get another person.) You may even get these calls early in the morning when you’re not quite awake or during dinner when you’ve got other matters on your mind. Don’t think that a real person on the phone means that the call is legitimate.

Like e-mail spam, be wary. Never, ever feel pressured to give out information over the phone if you are in doubt. The truthful callers, your bank, your insurance agent, your family, etc. will understand.

Everyone wants beautiful, youthful skin. But it’s easy to forget that beauty and skin care go hand in hand. Your skin needs help retaining moisture, resisting the elements, and getting the nutrients it needs. It’s why Esther Avanesova, owner of Eauné Natural Skin Care Studio, has been successfully selling her products online for the past 5 years; and since May 2015, from her Beaches studio.

Esther literally spent days and nights formulating her creams and serums. It helps that she has a science background from McGill University because she understands the ingredients at a molecular level. But her love of skin care and beauty goes back much further than her days as a student.

“My mother was a musician,” she explains, “but she provided facials for additional income. I started helping her when I was a little girl.”

Esther came to Canada from Armenia in her 20’s, and set up her own business in 2011. She came up with the name “Eauné” (pronounced Oh-Nay) by combining the French word for water and for new life. When Esther says “the best” she’s not exaggerating. At a time when there are no strict government regulations in addressing muscle aches. Esther hopes in the future to expand into cosmetics. In fact, the launch of her new line of baby lotions is planned for this fall.

“My most popular items are our day cream, cleanser and toner,” she says, “One of my customers in her eighties loves our soap and day cream…. and she brings in all her friends.”

Today, Esther’s products sell online to customers across Canada, even sent as far away as a little town in Northern Saskatchewan where a customer loves her creams! Opening her studio a year ago in the Beaches, however, meant that she could provide onsite consultations at the same place where all the products are actually made.

Products include a total skin care line for facial, hand and body. All the creams are designed to address the four aspects of skin aging prevention: skin hydration, regeneration, antioxidant protection, and deep organic nourishment. She sources ingredients locally, where possible. There are no artificial fragrances used. Scents are from organic essential oils in combinations that appeal to men and women alike: ginger/lime, orange/spearmint, and the very popular, earl grey (bergamot).

Her products also include organic soaps, and Dead Sea bath salts, known for their mineral rich properties in addressing muscle aches. Esther hopes in the future to expand into cosmetics. In fact, the launch of her new line of baby lotions is planned for this fall.

“...beauty and skin care go hand in hand. Your skin needs help retaining moisture, resisting the elements, and getting the nutrients it needs. It’s why Esther Avanesova, owner of Eauné Natural Skin Care Studio, has been successfully selling her products online for the past 5 years; and since May 2015, from her Beaches studio.”

Eauné Natural Skin Care Studio
6 Lawlor Ave. | 416-508-2629 | eaune.com
Welcome new neighbours:
BC CANNAMED – 2116 Queen St. E.
Cool Yoghurt Baguette Fries – 1985 Queen St. E.
Freshii – 2032 Queen St. E.
Fogias – 2000 Queen St. E.
Tender Steakhouse – 1968 Queen St. E.
The Wine Swine - 1001 Eastern Ave.

On the Move (new location):
Starbucks – 17 Leslie St. at Lake Shore Blvd. E.
Toronto Roofing Industries Ltd. – 281 Cherry St.

Thank you and best wishes:
FLIK by Design – 2195 Gerrard St. E.
Shakes & Franks – 2032 Queen St. E.

If you are opening a new business in the Beaches, moving, closing, or re-opening, let us know. We will add you to the list in our next Beaches|Life magazine. Contact us at: info@beachesliving.ca or 416-690-4269.

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WINNERS ANNOUNCED!

Beaches|Life 2016 Oscar® Challenge Winner
Allie L. – with the most correct predictions, 7 of 8 – WOW!

WINNER of Share Your Personal Picks...
Jane (random computer generated choice):
Allie and Jane have each won a pair of movie passes to the Alliance Cinema in the Beach. Thanks to everyone who participated, see you next year!

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coming, going and on the move

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