

{ etiket }
• crèmes de luxe •

What do we do each morning when we get up?
What do we do each night before we go to sleep?
And what do we do in between to help ourselves look
and feel better about who we are?

The answers to each of these questions all involve discipline,
a protocol, or etiquette, and that is where we took the name: Etiket.

Etiket is a luxury retail destination providing the best in cosmeceuticals,
skincare and beauty products as well as exclusive perfumes and
accessories including a range of unsurpassed esthetic services.



The Philosophy

Our philosophy is to source and offer a carefully edited selection of high quality, original and effective beauty products from innovators and specialists around the world.

Etiket is situated downstairs from *Médecine Esthétique* Dr Yves Hébert, a clinic dedicated to esthetic treatments and surgery. With over twenty years practicing esthetic medicine, Dr. Hébert is the medical consultant for Etiket. We have drawn on his expertise to build protocols to complement any procedures performed at the clinic as well as carrying cosmeceuticals and intelligent skincare products that may be used on their own. Dr. Hébert has been involved in the choice of each product and service that we offer. Our goal is to ensure that we offer products and services that will make a difference in the way you look and feel.

Our passion for product is shared by our online and in-store teams. Our combined knowledge and expertise will ensure we find the latest brands, products, trends before everybody else, and offer them in our boutique in Montreal or in our on-line store for anyone in Canada.

The Store

On the main floor of an historic greystone on Sherbrooke Street in Montreal, walking into Etiket will be like walking into that boudoir you have always dreamed of. Italian wood floors, tufted suede, mirror, contemporary glass, and cool marble are all part of the design esthetic that make up Etiket.

One side of Etiket will be devoted to skin care, a luxury apothecary filled with exclusive products. The other side will be filled with perfume, candles, soaps and accessories. And in the centre on the Statuario marble table will be the latest items that we have found.

We found our inspiration for the look of Etiket on a trip to London and we found the designer to make it all real in Montreal: renowned Interior Designer Scott Yetman. Mr. Yetman understands what it is to mix classic and contemporary and take us away into a world that we all aspire to. His projects include many period homes, luxury residences, condominiums lobbies and suites as well as retail environments.



The Products

Today there is a vast array of skincare products available. Where do we begin? We have done the work to find products that will make a difference and show results for any skin type. We have two ranges: Cosmeceuticals and Intelligent SkinCare.

Cosmeceuticals are skincare products developed by dermatologists, plastic surgeons or doctors specializing in aesthetic procedures. Because of the active ingredients in the products that we will offer, they may only be sold in an environment with an affiliation to a physician. These active ingredients allow for faster and better results.

Our offering includes: Alyria, Auriga, Clean Start, Environ, La Peau, Lumixl, PCA Skin for Men, Osmotics, Proderm, Revaléskin, SkinCeuticals, SwissTEC, Vivier

What is Intelligent SkinCare? Products that offer results in formulas that make a skincare regimen easier. Product lines that are both smart and simple.

Our offering includes: Comfort Zone, Dermalogica, GlamGlow, Lalicious, MALIN+GOETZ, Margaret Dabbs, Perfékt, Sara Happs, St. Tropez

The Perfumes

What do we all have next to our creams? Perfume. So why would it be any different at Etiket?

What is different is our selection. We have chosen our perfumes for their exclusivity, their quality and above all for their variety of scents. We have also layered in soaps, candles, hand creams, and accessories.

Our offering includes: Atelier Cologne, L'Artisan Parfumeur, Penhaligon`s, Tocca

Mineral Make-Up

We have chosen to offer mineral make-up as a skincare option to replace regular make-up. Whether it is to cover up after an aesthetic procedure or just to help our clients look their best, our goal is always: healthy skin. Our offering includes: Beauty Blender, Jane Iredale



The Treatment Area

Walking into the Etiket treatment area is walking into a place of ethereal calm, but more importantly a place of results. Relaxation may be part of any treatment but we want to make sure that we help attain goals - be it for anti-aging, acne, foot care or cellulite. Our SkinCare Therapists are trained to learn about our client's skin and to choose the products and regimen that will allow the greatest results.

Our offering includes: Anti-Age Facial, Acne Treatment, Cellulite Treatment, Detox Facial, Eye Contour Treatment, FootCare, Hydrating Facial, Lip Treatment, Men's Facial, Organic Ritual, Peels

Make-up Application is available after Aesthetic Medical Treatments



Consultations

We believe in education at Etiket. We encourage clients to book a consultation both for SkinCare or to choose a perfume. It is important to understand the lifestyle and needs of a client before we help to choose the products that will ensure results or the perfume that will complement any lifestyle.

In-Store Events

As we launch new products or invite the innovators and specialists behind the brands to Etiket, we will hold in-store events to allow our clients to learn about what is new, exciting and developing in SkinCare and perfume today.

The On-Line Store

As our world gets faster we are always looking for ways to make life easier. That is why we will offer an on-line component to Etiket.

We suggest a visit to Etiket before buying on-line and we will only offer products that we feel do not necessitate a consultation first. Our goal is always our client's well being.

Save Your Skin Foundation

At Etiket, we believe in giving back. We also believe in awareness for melanoma and non-melanoma skin cancers. Skin cancer is the most commonly diagnosed cancer in Canada and we are not even a nation known for our "Sun". As you can imagine, the rates of skin cancer are highest in countries like Australia and the southern U.S., like Florida and California. Despite that, skin cancer is still one of the fastest growing diagnoses for cancer in Canada and it has become imperative that we all learn as much as possible so that we can be aware of the potential dangers and take precautions that can save our lives and preserve a part of our body that we all value so much.

We have associated ourselves with the Save Your Skin Foundation and a percentage of sales on all Sun Care products will go to the Foundation.

The objectives of the Save Your Skin Foundation are: to provide financial assistance for education, awareness, and treatment, to promote education and awareness of skin cancer, and to raise funds to further research treatment options.

For more information: www.saveyourskin.ca

The Management Team

Simon Tooley (Owner)

With 25 years in luxury brands and retail - Former VP at Michael Kors (Canada) – Simon has an innate understanding of luxury brands and service.

Cynthia Scott (Director)

Retailer and former Director of Retail for Michael Kors (Canada), Cynthia understands luxury and what is important to the high end consumer today.

Dr Yves Hébert (Medical Consultant)

Medical Director of Médecine Esthétique Dr Yves Hébert in Montreal and president of the Canadian Association of Aesthetic Medicine, Dr. Hébert brings his vast knowledge and experience to the skincare side of Etiket.



Etiket is located at:

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Hours:

Monday	10 – 6
Tuesday	10 – 6
Wednesday	10 – 7
Thursday	10 – 6
Friday	10 – 6
Saturday	10 – 5

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