



## **Holt Renfrew Announces an Exclusive Personal Appearance with Gwyneth Paltrow**

***Academy Award Winning Actress and Juice Beauty Creative Director, Makeup to Launch the Organic Beauty Brand***

**June 14, 2016 (Toronto, ON):** Holt Renfrew, Canada's leading luxury retailer, announces an exclusive personal appearance with Academy Award winning actress, Gwyneth Paltrow, **Thursday, July 14** at Holt Renfrew's Bloor Street flagship store in Toronto.

Paltrow, Juice Beauty's Creative Director, Makeup, along with the brand's founder, Karen Behnke are thrilled to meet with Holt Renfrew customers at a public personal appearance about their skincare and colour collections made with certified organic ingredients.

**Where: Holt Renfrew Bloor Street, 50 Bloor Street West**

**When: Afternoon; exact time to be announced at a later date**

Holt Renfrew offers Juice Beauty at its Bloor Street, Vancouver and Yorkdale stores as well as [www.holtrenfrew.com](http://www.holtrenfrew.com) and is proud to be the exclusive Canadian retailer of the brand's Phyto-Pigments Color range.

### **About Holt Renfrew**

Celebrating a 179-year heritage, Holt Renfrew is recognized worldwide for an inspired shopping experience. Founded in 1837 as a modest hat shop, Holt Renfrew would soon become a purveyor of fashion to Her Majesty Queen Victoria. In the 1930s, Holt Renfrew began to establish exclusive accounts with leading European designers, hosting Monsieur Christian Dior himself in 1947 as he launched his "New Look". After many years of foreign ownership Holt Renfrew was acquired in 1986 by W. Galen and the Hon. Hilary M. Weston. Under Weston ownership Holt Renfrew has become Canada's destination for luxury retail. Visit us at [www.holtrenfrew.com](http://www.holtrenfrew.com).

### **About Juice Beauty**

Karen Behnke, a serial wellness entrepreneur who built one of the first corporate wellness companies in the country, became passionate about the safety and efficacy of personal care products upon becoming pregnant with her first child at the age of 40. Experiencing hormonal changes and the beginning of lines in her skin, Karen set out to find healthy skin care solutions that delivered visible results. She quickly discovered the majority of leading personal care products on the market contained many chemical ingredients that were potentially harmful to the body some of which had been banned from our food.

Knowing that skin absorbs over 60 percent of what is placed on it, she wanted to create meaningful change through beauty solutions that worked better, and were better for you, than conventional products.

Karen assembled a team of scientists and industry leaders to pioneer organic technology within the beauty industry. A few years after the arrival of her second child, Juice Beauty was born, with the mission to bring clinically validated yet authentically organic beauty solutions to the world. Today, Juice Beauty, headquartered in a beautiful sustainable building in Northern California, offers antioxidant-rich and amazingly effective skin care, makeup, and hair care products that meet the most rigorous organic product regulations in the United States.

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**INFORMATION:**

Julija Hunter, Holt Renfrew  
416-355-4904  
[Julija.Hunter@holtrenfrew.com](mailto:Julija.Hunter@holtrenfrew.com)

Jennifer Daubney, Holt Renfrew  
416-960-2584  
[Jennifer.Daubney@holtrenfrew.com](mailto:Jennifer.Daubney@holtrenfrew.com)