

BOSTON COMMON

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ISSUE

common sense beauty

SKINCARE NEWCOMER MIRI TORRES LAUNCHES A BEAUTY BOUTIQUE IN THE HEART OF BOSTON. BY JANICE O'LEARY

ALLISON WILLIAM

NEW ENGLAND'S *GIRL NEXT DOOR* OPENS UP

PLUS SUE BRADY, BEN CHERINGTON, WILL GILSON, JIM KOCH





Miri Torres's Tremont Street boutique showcases her just-launched skincare line, Arianna.

INSIGHT

Morning beauty ritual: "I shower with a gentle exfoliating cleanser, wash my face with a toner, then apply a facial serum, eye cream, and a moisturizer with SPF. I finish with mineral makeup—powder, not liquid, because liquid clogs the pores."

Advice to entrepreneurs: "Don't be afraid to take risks and express your creativity."

the Dead Sea for rest and rejuvenation. As a side effect, she noticed, her skin was improving. "The Dead Sea has minerals you can't find anywhere else," explains Torres.

Now 28 and a 10-year survivor, Torres has launched a Dead Sea mineral-based beauty brand, Arianna, and opened her first Boston store, just around the corner from The Ritz-Carlton, to peddle the line. The store is actually her third, building on the success of boutiques on Martha's Vineyard and in Newport.

When she first moved to the United States, Torres found inspiration working for a cosmetics company in Los Angeles. "I wanted to do the same thing to help other people with weak immune systems," she says. So she sought out skincare manufacturers who used Dead Sea minerals but few dyes or chemical preservatives, and sourced them for her intended boutique. She opened her first store in Edgartown in 2008 with partner Dekel Ainbinder. "We never expected it would be so huge," Torres says. "We started to get calls from all over the country from people who had heard about us through a friend or could only come dur-

ing the season. That's when we understood that we had something people really liked."

She and Ainbinder took the further step of developing their own skincare line under the moniker Arianna (named for her oncologist in Israel), which took several years to develop and has just arrived in stores this year. "Although spas have been clamoring for it already," she says, "we want to keep it exclusive to our stores. You can't find it anywhere else." The luxe gold and white packaging matches the clean but plush interior of the shop. The line currently includes 18 products for face, body, and nails, with the sea salt scrub and shea body butter being the most popular. Their eye serum and gentle facial exfoliator are also flying off the shelves.

The Medford resident feels completely at home in her adopted city and says one of the reasons she chose

Boston was its world-class hospitals. She remains impressed with how much scientific knowledge even the casual customer has, which confirms her decision to launch a science-based beauty line here. But Torres knew she had found her home recently while cheering in the stands at a Celtics game. "You feel like a Bostonian among so much fan support," she says. "You feel a part of something." 151 Tremont St., 781-874-2147; arianna-skincare.com **BC**

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For Miri Torres, great skincare began with a need for healing, rather than concerns about beauty or aging. The Israeli native was diagnosed at 17 with cancer and underwent chemotherapy and steroid treatments that kicked the disease but left her with scars, inflamed skin, and stretch marks. She found she couldn't use most skincare products because her skin was hypersensitive to chemicals. Her one source of relief was monthly trips to