

# JANUARY LABS

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SKIN ESSENTIALS



CALENDAR GIRL January Olds, founder of January Labs, in Santa Monica

## Face Value

**January Olds of January Labs has a recipe for beautiful skin that delivers year-round.** | *By Kimberly Davis Tarne* | *Photography by Andrew Stiles* |

In an industry that's inundated with false promises and gimmickry, there's a premium on knowing exactly what's in your skincare products. January Olds works tirelessly (though you wouldn't know it—her skin glows!) to ensure her 2-year-old line, January Labs, provides honest, simple solutions to skincare woes. "As a kid I was mixing fruits and vegetables to come up with my own facial concoctions," says the Orange County native, 34, who recently made the move to Santa Monica from Laguna where her company is based.

This passion later led her to study ingredient technology and become a licensed aesthetician, working around the world with premier skincare companies including Clarins and Epicuren. After years of research, development and working with a chemist, Olds launched January Labs with a similar approach used by



chefs: Each individual ingredient must enhance and support the others. One hundred percent natural and devoid of sulfates, parabens and fragrances, the January Labs line is comprised of Pure & Gentle Cleansing Gel, Moisture Balancing Lotion, Restorative Tonic Mist and

the wildly popular "Glow and Go" Power Peel Exfoliant, all of which are pH-optimized to ensure a "clean, dewy, fresh complexion," she says. And the line is still developing. Available this month are two new products that offer the perfect remedy for

combating dry winter skin: Revitalizing Day Cream and Retexturizing Night Cream. "Used in conjunction, they will provide balance to the skin; you'll get a nice glow and stay hydrated and refreshed," Olds assures. Consider us sold. *At Fred Segal, 420 Broadway St., Santa Monica, 310.907.4022, fredsegal.com; januarylabs.com*

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All January Labs products are Ph-Optimized to ensure ingredients are synergistic, gentle on sensitive skin, fiercely active and truly transformative.