



THE LOOK

Lydia Tewkesbury looks at the latest in fashion and beauty across Devon

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Three generations of testers, Tara (centre) with her mum Anne and daughter Anna on Dartmoor

WILD BEAUTY

Sought after Dartmoor beauty therapist, Tara Leader has launched a brand new organic and natural skincare range. Tara, of Dartmoor salon Tara's Treatments began work on the moor as a beauty therapist and reflexologist in 2003. After launching her own business, Tara's Treatments in 2014, Leader has seen phenomenal success, and her salon has been booked solid since last summer. Always an entrepreneurial spirit, when looking to develop her business, Leader found herself drawn back to her first love in the beauty sphere: skincare. She says:

"I am very aware of skin sensitivity as both my children suffered from eczema when they were little. I started researching the ingredients in baby care products and discovered that if I avoided sulphates, their flare-ups would disappear. This is how my passion for skincare originally began."

Much hard work and testing later, the Dartmoor Skincare Company was born. Tara worked with family and friends to create the five products currently available from the brand: a cleanser, toner, moisturiser, hand



L-R Naturally Nurturing Moisturiser £24, Vitamin Burst Facial Mist £16, Lavender and Rose Geranium Body Cream £18, Naturally Purifying Cream Cleanser £16 and Naturally Nourishing Hand and Nail Cream £14

cream and body cream. The products are free from sulphates, parabens, synthetic colours and fragrances and are also both suitable for vegans and cruelty-free. All made here in Devon, Tara says the products are inspired by the wild natural beauty of Dartmoor.

Tara works on the basis that although our skin is tough, we should nourish it with enriching organic ingredients instead of the harsh chemicals

seen in many skincare brands.

The products are high quality and feel great to use. We particularly like the body cream and hand cream. The body cream glides on smoothly, and leaves skin feeling soft and supple for hours afterward. Really taking the time to moisturise your whole body after a bath or shower is one of the most luxurious – and easy – treats you can give yourself. The hand cream also became a quick favourite. Unlike many formulas, it's nice and thick, which leaves hands feeling hydrated all day, rather than the quick fix so many products offer that has you reaching for it again only hours after its last use. I got into the habit of putting it on last in my evening skincare routine so the cream could do its work overnight.

Research shows that our skin absorbs 60% of the products that we use, so a clean, nourishing ingredients list is an absolute must. The effective, easy to use Dartmoor Skincare Company products are a worthy addition to any natural skincare routine. ♦

Products available now at dartmoorskincare.co.uk.

Devon in their DNA

Jack Wills is coming to Plymouth following the phenomenal success of its Christmas 2014 pop-up. The long overdue store opened its doors in Drake Circus last month, joining a cluster of top brands in the city's choice shopping centre.

JACK WILLS, which is known for its high quality contemporary casual and formal wear, has also recently set up shop in Dartmouth. These new stores, which join the Exeter and Salcombe branches, mark something of a homecoming for the brand, which actually began with the Salcombe branch 18 years ago.

Peter Williams, founder and CEO of Jack Wills, was thrilled to see the brand taking up residence in Plymouth again: "It is exactly this sort of long-standing collaboration that typifies The Fabric of Jack – our ongoing mission to celebrate our entire operation — championing our high quality, upstanding products from factory to shop floor. The South West has always played an important role in our brand DNA, and it's great to finally be opening permanently in Plymouth."

The brand has Devonshire beach life – which, as any true Devonian knows extends far beyond the summer season – at its heart, and this is reflected in their clothing. As the nights draw in and the temperature drops, it's time to cycle out the summer dresses and replace them comfy shirts and cosy coats. Jack Wills understands that as true country folk we need clothes that cater to the outdoorsy lifestyle all year round while feeling fashionable and high quality.

In addition to being stylish and versatile, Jack Wills is also a brand you can buy guilt-free. A member



Kirkconnel Jacket, £99.95

of the Ethical Trading Initiative (ETI) since 2010, Jack Wills is committed to ensuring that garments are made in factories that meet the standards of ETI, so shoppers can rest assured that their clothes were made in safe, humane environments by employees earning a decent living wage.

Taking it a step further than most, Jack Wills is planning to make their production process completely transparent through their new 'Fabric of Jack' initiative. From UK distribution centres to factories across the world, they have opened up their supply chain so customers can easily discover how and where each garment was made.

In all, Jack Wills is a high quality addition to Plymouth's already exciting shopping scene. Drake Circus centre director, Greg Lumley, is delighted to welcome the brand back to the city. He said: "The Jack Wills pop up was a massive hit - and with a 30,000 student population in the city and growing interest in quality fashion and casualwear, this feels like exactly the right move."

As keen shoppers, we can't help but agree. ♦

For more information about Fabric of Jack visit, jackwills.com/fabric-of-jack.



Keisby raglan sleeve jumper, £59.95