

# COCOLILY

CELEBRATION + INSPIRATION

VOLUME 3 | NO° 3

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**BEAUTIFUL DREAMERS**

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I believe in the  
ocean curing all  
bad moods.

I believe in the  
waves wiping away  
worries.

I believe in  
seashells bringing  
good luck.

I believe in toes in  
the sand grounding  
my soul.

# COCOLILY & CO.

A COLLECTIVE COMMUNITY FOR HER BUSINESS & LIFESTYLE.

## EDITORS NOTE



Thank you for being here lovely! This issue is dedicated to the beauty of the beach, the powerful but calming waves and the beautiful dreamers. I hope you will find some inspiration from real female entrepreneurs through HER STORY. The entrepreneur journey is not the easiest so just remember, you are not alone. You will also find summer must-have's in this issue and the love lists! Stay safe and sweet beautiful dreamers everywhere.

*xoxo, Renee*



# everhand

MOISTURIZING HAND SANITIZERS THAT SMELL FRESH! NO GOOP. NO ICK. NO STICK. PERIOD.  
VEGAN-FRIENDLY FORMULATIONS ♻️ REFILLABLE & MULTI-USE ALUMINIUM SPRAYS ♻️  
CANADIAN-MADE.





# Confident on Camera



LOVE how you  
look on CAMERA  
in JUST 7 weeks !

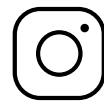
Learn how to release your  
fear of judgement, polish  
your message & feel great  
about your videos!





# URBAN APOTHECARY

A DIVISION OF URBAN MICROS



Urban Apothecary is an Alberta based company that creates health and wellness products made with the healing and medicinal properties of herbs, plants and mushrooms. Products such as Nourishing Oils, Health & Wellness Soaps, Herbal Teas, as well as Natural Room Sprays and Hand Sanitizers. When using our products, you'll immediately notice the difference both inside and out, as we only use the highest quality ingredients available.



THE HOUSE OF  
COCOLILY

*Coming Soon*



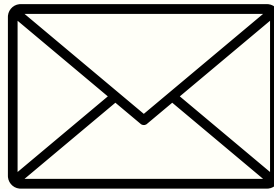
COCOLILY & CO. PRESENTS

# *The Beach House Contest*

**We appreciate YOU - our COCOLILY family  
and that is why we are giving away a  
Signature Gift Box to one of our subscribers!**



Click to subscribe to COCOLILY LETTERS. If you are a current subscriber, no need to re-subscribe!  
All subscribers are entered automatically into the contest. Winner will be contacted via email by July 20th.



**SUBSCRIBE TODAY!**



IT'S A  
BEAUTIFUL  
DAY TO GO  
AFTER YOUR  
DREAMS.

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@COCOLILYANDCO







# WEEKLY PLANNER

## GOALS FOR THE WEEK

Blank area for writing weekly goals.

## Sunday

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## Thursday

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## Friday

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## Saturday

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# JULY

july  
2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
4	5 <i>Workaholics Day</i>	6	7	1	2	3 <i>Compliment Your Mirror Day</i>
11 <i>Cheer Up the Lonely Day</i>	12	13	14	8	9 <i>Sugar Cookie Day</i>	10 <i>Teddy Bears' Picnic Day</i>
18 <i>Ice Cream Day</i>	19	20	21 <i>Junk Food Day</i>	15	16	17
25	26	27	28 <i>Milk Chocolate Day</i>	22	23	24
				29	30 <i>National Cheesecake Day</i>	31



# AUGUST

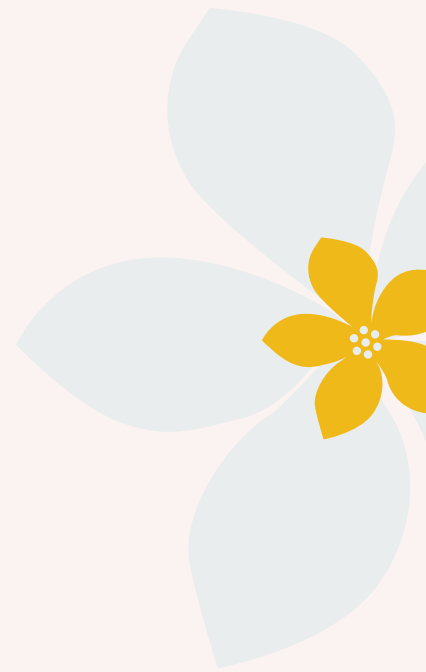
*august*  
2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3 <i>Watermelon Day</i>	4 <i>Single Working Women's Day</i>	5	6	7
8 <i>Happiness Happens Day</i>	9 <i>Book Lovers Day</i>	10	11	12	13	14
15 <i>Relaxation Day</i>	16	17	18	19	20	21
22 <i>Be An Angel Day</i>	23	24	25	26	27	28
29	30	31				



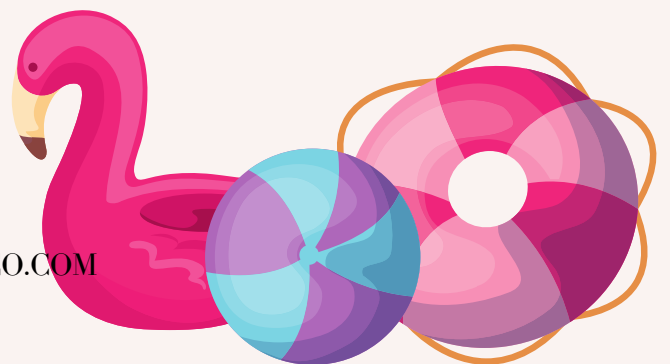


# Summer Vibes



- #HelloSummer
- #LifesABeach
- #Beachy
- #Aloha
- #GoodVibes
- #SunshineOnMyMind
- #TropicLikeItsHot
- #Summertime
- #SummerStateOfMind
- #Sunshine
- #SummerSquad
- #IceCreamSummer
- #SummerVibes
- #SummerStyle
- #SummerFashion
- #SummerLove
- #SummerDay
- #SunnyDay
- #SummerFun
- #Sunny
- #SummerWeather
- #SummerDays
- #Sunsets
- #SummerOutfit

- #SummerLovin
- #MermaidLife
- #Poolside
- #VitaminSea
- #SeasTheDay
- #Summer\_Day
- #Summer\_Days
- #Sunkissed
- #Sunset\_Lover
- #ChasingTheSun
- #SunshineAndShorelines
- #Relax
- #Horizon
- #ThatSummerFeeling
- #BeautifulDay
- #ClearSky
- #BBQTime
- #FlipFlopSeason
- #BeachDays
- #EnjoyTheWaves
- #SummerGoals
- #Ocean
- #Bright
- #SummerLook



# LADY BOSS

JULY 2021

*Social*

**15 +**

SESSIONS WITH  
SPEAKERS AKA  
YOUR DESIGNERS  
OF INSPIRATION

**FEATURING**

OUR COFFEE &  
CONVERSATIONS



**INTIMATE &  
INTERACTIVE**

A CREATIVE EVENT  
FOR THE FEMALE  
ENTREPRENEUR



She made broken look  
beautiful and strong look  
invincible. She walked with  
the Universe on her  
shoulders and made it look  
like a pair of wings.

-Ariana Dancu

**@COCOLILYANDCO**





**HER Story | the series.**

Real and authentic words from female entrepreneurs -- a celebration of her journey and inspiration for you.



My journey started when I noticed my skin had changed, it was more fragile and dryer. I never had skin issues before until I became a mom of 3 boys. I was in my mid 30's and had less time to devote to self-care. Feeling discouraged, I wanted my skin to look as shiny as before. As a career chemist, I always knew that one day, I will create my own natural skin care line. Then after 10 years in the field, I thought, how could I find a way to simplify a woman's life and still take care of ourselves even with a busy life. It took me 2 years of research, brainstorming, lots of testing on myself and my surroundings, I finally did it! **Lylie Natural** was born.

The name was found by my husband. Lylie for my middle name and mostly how my friends call me. Natural; because I had a thing with everything natural: beauty, food, ingredients. **Lylie Natural** is like a gift from me to you for a healthier body skincare.

## WORDS OF INSPIRATION.

**Always believe in yourself, in your dreams.** Don't let anything or anyone stop you even if you think it's impossible. I would have never thought of launching a business especially during the pandemic in May 2020. But I did it anyway and I don't regret it at all! Every day I embrace my journey.





My parents bought me a graduation ring when I graduated from Queen's University in 2006. It symbolized how proud they were of my accomplishments. This gift meant so much to me that I have worn my ring every day since the day I received it. However, I quickly found that there were many times throughout the day that I needed to take it off. Whether I was at the gym, playing volleyball, going for a swim, playing a game of golf, or getting pampered at the spa, I would be stashing my ring in my pockets, my wallet, my sunglasses case or even a random pocket in my bag. I was always worried that one day I would lose it!

That is when I came up with the idea for the Ring Keeper. I started my teaching career 11 years ago, and with that, my idea just remained an idea for many years. I always felt that I never had the time or the resources to know where to start inventing a product. It seemed so complicated, scary, and risky. In the summer of 2018, I kept getting signs that I needed to do something about it. First, my best friend lost her wedding band in the sand while playing beach volleyball; second, I noticed that my brother attaches his ring to a carabiner on his key chain when he goes to work as a firefighter; and third, my sister-in-law mentioned that she kept leaving her rings at her parents' house after taking them off to do the dishes. That is when I decided to propose my idea to an invention company in Toronto.

In the fall of 2018, I began the process of designing, prototyping and creating The Ring Keeper. In late November 2020, I was finally able to launch my business! Being able to hold my invention in my hand is one of the most incredible feelings ever. Sometimes I still think to myself, wow, I actually did this!

## WORDS OF INSPIRATION.

### **Don't be afraid to take risks.**

I am not a risk taker. I always feared failure or judgement of others. I was even terrified of rejection the day I proposed my idea to the invention company. This was all holding me back from an opportunity that makes me feel proud today. By taking a risk it gave me the opportunity to learn more about myself, a chance to be innovative, and grow and develop as a businesswoman. Now, I find that I am taking more risks every day which is growing my confidence in myself and my business.





I began **Tin Feather** in 2016, to fill a gap in the beauty industry. As a professional makeup artist, I have high standards for the products I use on myself and my clients. The further I dove into the industry, the more I learned about clean versus conventional (AKA “dirty”) ingredients. The clean cosmetics industry has grown immensely in the past 10+ years, however, finding quality, long-lasting lip products with healthy ingredients was next to impossible. **Tin Feather** was born to fill that need, and I hand-make all my lip products with high caliber, clean ingredients that you can feel good about wearing.

**Tin Feather** is a play on my name - Kristen (TIN) Heather (FEATHER). I like finding themes in order to make naming products easier, and more fun! You may notice that all my lipsticks start with the letter V. The reason for that is because when I started out, the first lipstick I wanted to name was after my mom, Valerie, who I admire and wanted to honour in this way. Then the rest of the lipsticks followed suit!

## WORDS OF INSPIRATION.

**How I have stayed motivated throughout the years is by having an attitude of service and gratitude.** I try to continually ask myself, how can I serve my clientele and offer something of value to them? How can I meet a need in their life? This keeps my heart in a place of humility, and I can then be truly grateful for every opportunity that comes my way.



I was an event planner looking to go in a new direction in the wedding industry and **Linen Closet** was an established company in the industry that was being sold by the previous owner. It was the perfect fit for what I was looking for. After 6 years as a planner, I took over **Linen Closet** in September 2018 and haven't looked back since.

Although I didn't choose my company name, I did move it in a new direction that has seen us grow into a new market, move to a new location and really become one of the leading event rental companies in the GTA. You can see our linens in countless Wedlux editorial and real weddings, as well as many other online and print publications. We've even expanded into the home decor market, with **Linen Closet Home**, our online retail shop of premium tablecloths, table runners, napkins and accessories for the home dining experience.

## WORDS OF INSPIRATION.

**Always reach for the stars. Dream big and don't give up until you get there.** Always think of the big picture or an end goal that you're trying to reach and then take small steps every day to help you get closer to the ultimate dream. Look for inspiration everywhere and have a great support system that you can bounce ideas off of. Don't let obstacles deter you but use those challenges as a learning experience to propel you forward. Also, collaboration over competition. You can only learn from your colleagues and peers so don't be afraid to ask questions of those who are further ahead in their career than you are. You'd be surprised what you can learn.





My passion for retail design is what encouraged me to start my business. It all began when I graduated from Ryerson University with a Bachelor's Degree in Interior Design and had the opportunity to intern at the head office of one of the most popular shopping centres in Canada, where I was exposed to the newest stores and their designs coming to the centre, and from then on I was hooked and knew that commercial interior design was for me. Like fashion, the retail design industry was fast-paced and changed with the trends and I loved that there was so much room for creativity. Before starting **NOLA Designs** I worked for a retail design firm, and then as an in-house designer for large Canadian retail companies. My experience as an in-house commercial interior designer has allowed me to become a subject matter expert as it pertains to a brand's store layout and design. I want to use the strategies and knowledge I've gained from large established retailers to help boutique stores succeed in the retail industry.

My company name is my initials. I simply took my initials, choose a vowel that made it into a name!

## WORDS OF INSPIRATION.

**Niche down, get very specific.** Then invest in branding and marketing, and watch your business grow!



**Pink Lemon** was always a side gig for me to execute my creative passion however, in 2015 I stepped away from my corporate career to spend more time at home with my family. During that time I dived into growing **Pink Lemon** as a business versus a hobby. I have always loved art, inspiring words, interior design and all things vintage. I merged my love for all of these things when creating this brand, especially our mobile shop - a vintage 1975 camper that you can find popping up across Ontario filled with our collections and curated home goods.

The name **Pink Lemon Decor** represents my love for all things girly and pink + the uniqueness that a pink lemon brings. Did you know pink lemons actually exist? Our mobile shop- the **Pink Lemon Wildflower** represents my inner gypsy soul and the ability to "pop up" anywhere!

## WORDS OF INSPIRATION.

**Get comfortable saying no.** Saying yes can bring some amazing opportunities but if they stretch you too thin it will impact your business negatively. **VALUE YOUR TIME!** What is your hourly dollar value? Being uncomfortable saying NO led to me being overworked, stretched thin in all my jobs, and ultimately not showing up in ways that I had planned too. Set boundaries on everything.

**Create systems and procedures for growth.** My business grew before I had the chance to put proper systems in place resulting in delayed responses, poor experiences and messed up orders. Set up your growth strategy now for a smooth road ahead!



“Have you ever felt like you were just scratching at the surface of your potential?” As a coach, it's a question I ask my new clients, then I watch them process the question, “Yes, I do feel like there is more, but...” In this space is where I’m in my element, working with top-performers.

My mentor says we teach that which we most need to learn. I started my business because I can relate to the clients I serve. I’ve been a high performer, with the nagging feeling that I wasn’t fully using my potential.

After 20+ years as an entrepreneur in a hands-on creative industry, at **Nicole Richards.co** I’m now a guide for high-performing executives and entrepreneurs, who need to make decisions that feel impossible to overcome. As a Life Alignment Coach and Business Strategist, I help my clients tweak their perspective on the present, the future, and the obstacles getting in the way. I love every minute of these deep conversations.

## WORDS OF INSPIRATION.

No matter what happens in life, master the ability to cultivate inner peace. As life changes, the ability to stay calm in the midst of a storm, will be your biggest asset going forward.





Hey, I'm Danielle, the founder of **Simmer and Co.** I started this business with a good friend, Kelsae in February 2021. After gifting Kelsae a simmer mix for Christmas, we both started thinking of all the different botanicals we could simmer to make our homes smell amazing. What started as a small side hobby very quickly grew into a full company. As someone who is very sensitive to artificial fragrances, the concept of using only natural botanicals was very appealing to me. Have you ever purchased a lavender candle because you love the smell of lavender to only have the candle give you a headache when you burn it? That's me. So, **Simmer and Co.** is truly my passion in creating natural home fragrance products.

Our first product line is Simmer Mixes. A mix of dried botanicals that you put in water on your stove top to simmer and fill your home with natural fragrance. So the name **Simmer and Co.** comes from our flagship product and 'company' as we have a few other amazing product lines to add to our company.

## WORDS OF INSPIRATION.

I can't say I have many words of wisdom for other female entrepreneurs as I'm still pretty new to this but my only advice would be to listen to yourself and trust your gut feeling. This is something I learned becoming a mom for the first time 5 years ago. **Your business is like your baby - you know best and you need to trust that.**



We are besties and met in corporate in 2009 where we worked together for 8 years, in different departments. Michelle had the aha moment first when I was making soap bars as a hobby in my kitchen and mentioned that I should sell my soap bars. Michelle said to me one day “Hey, you know I think we can sell your soap.” – I laughed it off. A few months later, while we were both on breaks from corporate, and more persistence from Michelle, **MIFA** was born.

Coming from corporate backgrounds (and being working moms), we knew the importance of self care and connecting with ourselves. We wanted to create products that inspired people to do just that but also make sure their self-care rituals were completely safe and therapeutic for the body. Our mission is to promote self-love through the evolution of self-awareness and practice of self-care, and we want our collection of products to consistently deliver a healing, restorative experience to each of our customers. We believe that what you put on your skin is as important as how you feel in your skin, and that often those two things are mutually exclusive, contributing to one another.

Our brand name came from our names :) Michelle (MI) and Fatemah (FA) = **MIFA**. It actually started as a joke in the beginning when Fatemah first came up with it, and then after over thinking for weeks we settled on our names because why not?

## WORDS OF INSPIRATION.

### **Don't be afraid to ask for help!**

It's ok to ask for help especially at the start and play to your strengths. We did not do this alone and were lucky to have friends to lend us a hand when we started our journey. If something is giving you a headache (ie. bookkeeping or social media management), hire a contractor or an intern, so that you can focus your own time on things you may not want to pass on like product development or operations.





I started my business during the covid pandemic last year. I needed a business that was flexible and that I could do during online schooling and taking care of my special needs son. I created the Paper Lip business from the ground up. I have seen so many amazing makeup artists doing lip art that I thought why can't I do something like that in a form of lip sculpture. **Pucker Up Paper Lips** was born.

It was a fun story on how our company came about. Paper lips is the subject and the lip sculpture that I do is kinda like a pucker face so therefore **Pucker Up Paper Lips** came out of it.

## WORDS OF INSPIRATION.

My advice is to **find a passion, then do what you love.**  
Find a way to set yourself apart from everyone else. Go for it.



The first paint party I ran was with my 4 year old son. Being inspired by attending a paint night at a restaurant with my best friend, it totally unleashed my inner artist again, hidden by years of being enmeshed in the corporate world of finance. So then, on that day with my son - with wine for me and milk and cookies for him, I unlocked places in his mind that I didn't know existed. I was proud of how much he copied and achieved at just 4 while I taught him step-by-step and we bonded over 2 hours of painting. This is what made me fall in love with what I left my corporate life to do now - which is run **The Studio Paint Bar**. I developed a method of delivering sessions in the studio way - an approachable, non-judgmental and fun way that brought out the hidden artist in my guests. And I knew that I needed a therapeutic, inspiring and beautiful place to deliver these paint parties. Thus, **The Studio Paint Bar** was born.

The name The Studio was chosen deliberately because this can be your studio for anything- from painting, to drawing, dancing, singing. We rent our beautiful art space for any form of art. Our signature experience is our paint parties which is a 5D treat for the senses, combining our love for fine wine, food, beautiful ambiance and a love of sharing art. Since opening in 2018, we have become a unique and award-winning heART-centered art space, gallery and wine bar lakeside in beautiful Port Credit. Our Paint and Sip patio is the first of its kind in the GTA and we since COVID hit, we have added to our services by providing virtual sessions, in-person lessons, paint & sip parties, virtual and in-studio wine tastings, mixology kits, lessons and gallery showings.

## WORDS OF INSPIRATION.

**Know yourself.** Take the time to get to know and love who you are as a leader, as a person and wear that knowledge as your strength. Sometimes we are not bossy, but we are brilliant strategists. Sometimes we are not ambitious for a large business but a small and successful one. And that is all ok and wonderful! The definition of success is not a one size fits all thing. Sometimes we are made to believe that the traits that make us female are not strong, or desirable to have as a leader. That we should be hard and that we should be aggressive, ambitious, and forget our emotions. I believe that our superpowers as women are that we are not afraid to be vulnerable and that makes us in fact quite fearless. We are able to temper decisions with love, with different perspectives and we can lead with love. That means more to your product, to your team and to your business than anything else. Your client can feel that and that is what will keep them coming back.





The concept of **Nana+Livy** started out as a mere interest in soap-making during my long and sometimes challenging maternity leave in 2017.

Quickly, my passion for soap-making has grown when I became fascinated with the discovery that healthy food ingredients can be transformed into bath and body products.

Subsequently, I turned this hobby into a small business and started making food-based bath and body products.

I named the business after my two beautiful daughters, Natalia and Olivianne.

## WORDS OF INSPIRATION.

My biggest advice for people interested in starting their own business would be you have to **love what you are doing!** Starting your own brand/business whatever it may be is a long challenging journey and if you do not have enough passion for your work, you won't be able to continue.





I started **Catherine Farquharson Coaching** because of my photography business, actually! After high school, I wanted to be a photographer with all my heart, and I didn't have the courage to do it. I followed the "safe path", believing I could never be successful. I had so many "reasons" — I wasn't trained, I didn't have experience, I was too this, too that... But what do you do when your heart wants you to go another direction?? Once you want something, you can't un-want it... It took me a full decade to have the courage to finally listen to my heart and give my photography a chance over the fears I had. And once I gave it a go, it was still so difficult. My limiting beliefs were impacting me so much that I didn't feel like I could charge properly, I second-guessed myself all the time, and I never felt like I was good enough.

By the end of my 12 years as a professional photographer, I had finally figured out how to overcome these blocks — the blocks were all me! — and I had a very successful career that included dream clients in dream locations around the world who wanted my specific style and approach. The very thing that had scared me so much to express in the start!! Other photographers started to ask for help to the same problems, asking "how did you do it, and how can I do it too?" I didn't want anyone to take as long, or go on as painful of a journey as I did. So, a mindset coaching business was born!

I didn't name my photography business after my name, because I thought they would never remember **Farquharson** or how to spell it. But I always regretted that my name wasn't in it. I felt like I was hiding somehow, and I wanted to be forthcoming and proud of my work. Put my name on it! So the next time I started a business, I didn't hesitate. Spell it or not, this is the name. My name.

## WORDS OF INSPIRATION.

I know what it is like to know what you want inside, and to be scared of it. And what I can tell you is that no matter how scary it might feel to push outside of your comfort zone, it is always so much more fun to be living on the side of going for it, then to be sitting afraid of it. You will figure out your way once you're in action. So don't let yourself settle for what you think you can achieve, or what sounds reasonable. Or what you have done before. **Push your imagination, multiply your goal ten times over, blow the lid off what you even allow yourself to imagine that you want!** Get in that huge expansive energy, and then let yourself find out what happens when you aim high like that. You only have this life. Find out what's possible.



In 2014, I was working as an urban agriculture researcher and led sustainable rooftop beekeeping projects for culinary honey. Through these projects, I learned all about beekeeping, the honey industry and why it is so important to support local farmers and entrepreneurs. Doing this opened my eyes to how resilient, hardworking, caring and adorable honeybees are, as well as all the terrible things happening in the modern honey industry. I learnt that honey was being adulterated, that beekeepers were struggling to maintain work due to imported honey products and of course that bee populations were drastically declining. I saw a huge gap in the market for a beautiful brand that showcased the unique qualities of REAL raw honey while also being bee-friendly and 100% in support of Canadian beekeepers. I also wanted to create innovative, never before seen honey products and add a millennial spin to them – so I started **Drizzle!**

I browsed through tons of culinary magazines searching for words and phrases that best represented honey. I found **DRIZZLE** and it was meant to be (yes, I said bee).

## WORDS OF INSPIRATION.

I feel that words of wisdom are so specific to each entrepreneur and the company they are building. I really enjoy mentoring female entrepreneurs and try to give them the best advise I can, based on where they are at in their entrepreneurial journey. However, one thing I think always holds true is that **running a business takes grit and tenacity**. It takes time, and a lot of hard work; if anyone tells you otherwise, they are wrong!





As a young woman throughout high school, I have always had extremely sensitive skin. I would try every tip, trick, and product to help remove blemishes from my face. After speaking with a pharmacist, who suggested medicine to treat allergic reactions, it became apparent that my breakouts were due to allergic reactions instead of hormonal breakouts. This prompted me to study and research all the ingredients in my personal care items. What I found was that most household soaps, moisturizers, and personal care items contain hazardous detergents, preservatives, and even cancer-causing chemicals. This is where my search for clean skincare started. In the year 2015, my mother was diagnosed with stage four colon cancer and was given a year and a half to live. My mother's passing made me even more determined to live a natural, healthy, clean lifestyle. I received my license as an advanced practicing esthetician in 2017 and I started my skincare business.

Most of the clients that came to me were concerned about blemishes, breakouts, early signs of wrinkles, and overall skin health. A part of my skincare consultation would be to analyze the ingredients in the personal care items they were using and replacing them with all natural and safe products.

I came up with the name **Botanixx** - because important ingredients used in my products are plant-based botanicals. After the Covid pandemic, my skincare business was greatly affected because I could no longer see my clients face to face. So, I took this as an opportunity to build upon direct-to-consumer retail. My main objective is to provide alternative, natural paraben and preservative free personal care items that are nourishing, hydrating, and overall healthier for your skin. Along this journey I have also made it my duty to give back to the environment and community by donating a portion of proceeds to the conservation of endangered species, using recyclable packaging, and using naturally derived fragrance oils, and pure organic essential oils for aromatherapy and relaxation purposes.

## WORDS OF INSPIRATION.

My advice to any young woman aspiring to own their own business is to always seek opportunities to continue educating yourself in your craft. Remember that every trial is a setup for success. **Look for the silver lining in every situation and learn how to trust, and have faith in yourself.**



When I graduated from University with a degree in Political Science, I thought this was the path my life was headed but fate decided to step in. Even though I didn't have a job or an apartment lined up, had this gut feeling that I needed to move to Toronto. It was in the city where my career ended up choosing me. After interning for an entertainment based public relations company I knew this industry was my calling, so when I had the opportunity to get hired on, it was a no-brainer. I was meant for this job.

Fast forward seven years later, I tried my hand at doing corporate PR. That was short-lived and didn't work out. The Universe was really conspiring for me to go back to my roots. After freelancing for some old clients, and new ones out of referrals, I knew working in Entertainment PR is where I was always meant to be. In 2017, I started my company **Project Four Public Relations** and we now represent some of the top talents in North America. There is nothing more rewarding to me than seeing the clients I work with blossom and succeed in their careers and knowing I was part of the team that made that happen. The thrill of working in this industry is being able to tell these incredible people's stories and the gift they have to offer the world. I wouldn't trade it for anything.

Four has always been my lucky number. I was born on the fourth. Every significant event in my life has happened in the increments of 4 years. The number has followed me everywhere. I knew it was something I wanted to incorporate in the name. After some research, I found that dating back to prehistoric times, the number four was employed to signify what was solid. Its relationship to the cross (four points) made it an outstanding symbol of wholeness and universality. It was perfect. Then I added the word Project before it. If you look up the definition of Project, it is defined as an individual or collaborative enterprise that is carefully planned and designed to achieve a particular aim.

The name **Project Four** comes from the concept of collaborative work. It is my principle belief in working with clients rather than for them.

## WORDS OF INSPIRATION.

**Don't ever let fear get in the way of pursuing your passion in life.** Fear should be the driving force to making that jump. I always say that a lot of the major life changes and switches that have led me to the best path have come from being afraid. It is usually the body signalling that you're on the right path. Let that fuel you. Because I promise what's on the other side of fear is leading you the best and most authentic life that is meant and designed especially for you. And specifically as a woman. Own the room. Ask for what you're worth. Raise your fees. Fight for the clients you want. We have every right to have a seat on any table. Don't ever let anyone else tell you otherwise.





**Women in Biz Network** was born in 2010 out of the need to support business owners and professional women looking to advance their careers and business. I personally had hit a glass ceiling in my government marketing position and wanted to connect, collaborate and grow with other women who had the same challenges as I did. I started with a single event in my local community and have since grown my business to over 35,000 women across North America. The business started with sponsored events and now has many areas of business including Mentorship, Mentor Circles, Author-Led Book Club, Membership, Impact Club, and a Diversity-Driven Career Board as well as HR Services under our sister company **Bee Happy HR** - Your Diverse Talent Hive. We offer a variety of services including leveling up gender diversity results (consulting services) and in-house HR services for entrepreneurs who don't have their own HR department and need qualified HR support for their hiring and HR business needs.

I wish I had a great story behind choosing my business name for **Women in Biz Network**. Honestly, my intern and I were googling statistics of searched terms, and **Women in Biz Network** had a great reach so we selected the name for great SEO possibilities to connect with the right audience. I am so glad to see that the word "network" has recently received more positive associations because studies have been shared that women must have strong networks to succeed in their business, career, and job searches. **Bee Happy HR** was selected because we want to bring belonging, happiness, and respect to the HR Industry - plus we happen to be the "Queen Bees" of hiring and retaining women in the workforce.

## WORDS OF INSPIRATION.

Here are my top tips:

- Don't let your ego drive your decisions.
- Believe you matter and be aware of your mindset and motivations
- It's okay to take risks - just don't rush your decisions. If you feel pressure or stress try taking a break from thinking of your problem. **Don't focus on things being perfect - sometimes good enough is just fine.**
- Surround yourself with others who understand your challenges and who will be honest and supportive
- Look for mentors when starting and scaling your business





We are two old friends who met in university and have shared many-a-drink together discussing all of life's juicy topics. And on occasion we probably also had one-too-many-a drink-together .... skinny dipping in the ocean at midnight anyone?

From the boys we liked, to the men we married, to attempting to raise small humans, we have covered it all, usually over drinks - you get the theme here. When Covid hit, we both lost our jobs and decided to take it as an opportunity to start something new. We wanted to create a premium drink that is made with real fruit, herbs and flowers, and is healthy AF, looks beautiful, is packaged and sourced sustainably AND tastes amazeballs. **Fuse and Sip** was born to embrace all those juicy moments that are meant to be shared with friends and family.

We chose to call the company **Fuse and Sip** because we wanted something simple but also something that helped to explain the brand. All our infusion kits have the same simple instructions, add the ingredients to your favourite alcohol or water, infuse, strain and sip a delicious bar-worthy cocktail or mocktail anywhere.

## WORDS OF INSPIRATION.

Any advice we can pass along would simply be to take the leap! **Embrace your mistakes, we have made a bunch and were able to learn from every single one.** It is an absolute roller-coaster of emotions and stress, but being able to work for yourself and create something you love is totally worth every single sleepless night. Trust your intuition and believe in what you can accomplish, and most importantly believe in yourself.



Hello, my name is Andreea Conicescu, and welcome to **Tib's Cosmetics**. Our company was officially launched in 2020 but the passion for natural skincare products goes way back to 2017 when Tiberiu (Tibi for short) was born. I wanted to create something that will make my skin feel loved. And searching on the market, the majority of the products are made with preservatives and chemicals, the number of the ingredients is usually above twenty. I was wondering why do I need so much in a single skincare product? So I started to create artisanal products with a few but efficient natural ingredients and plastic-free packaging. With a background as a geologist, the love for the Earth came naturally, and when I moved with my family from Romania to New Brunswick in 2019, the idea of having a business in Canada bloomed like a beautiful flower. I wanted to give something to my son and his generation, something useful and meaningful, something with purpose. When I create the products I have the skin and the Earth in my mind and in my heart!

The name behind our business is simple: Tiberiu - Tibi for short - **Tib's**. It belongs to him, my legacy for his future.

## WORDS OF INSPIRATION.

### **Listen to your intuition!**

That first thought that pops into your mind will give you the right decision. And if it is wrong you will not lose time on doubts and second guess.





Inspired by kids. My greatest hope as a mother is that my kids grow up to be good, happy and positive people. I'm a mom of 2 boys. My oldest son had struggled with a bit of a low self esteem issue when he was little. He would often say, things like I can't do it and I'm not good enough. A lot of self pity and self loathing. BUT I thought he was still a baby, and it is just part of learning. At the beginning of Grade 1, he started segregating himself from other kids at recess, and after a lot of probing, he opened up. I will never forget those words. He told me: "Mama, I'm not like other kids, I don't run like other kids. I don't jump like other kids." My heart broke. As a mom, I felt I failed him.

I thought to myself, if I do not tackle these issues now, what would it be when it comes to teenage years? I knew exactly what I wanted to say in each card. I knew exactly what illustrations needed to be on the cards and found someone who could illustrate my vision. They are everything my kids like. These cards are for them. These cards are for facilitating conversations between us. These cards are to inspire and encourage them to embrace a positive mindset. My goal was to give them the tools, guide them and create a nurturing environment for them to thrive in.

And this is also how the business name **Joyful Hearts Co.** came about. My whole heart is to help others, inspire others, spread joy and positivity, and I hope it will do the same for others. It has since grown from this to affirmation prints, kids card games and to adult affirmation cards and a book that I co-authored honoring our journey as mothers.

## WORDS OF INSPIRATION.

There will times that is scary and hard when starting a business. There are so many things you will learn during these times. **But if you do things from your heart, trust your gut, trust the process and everything will follow!**



I have struggled with anxiety my whole life and found that being creative was not only a necessity for my well being, but something that makes me truly happy. **Rock Paper Pretty** started out as a fun hobby and another creative outlet. I wanted a unique handmade gift to give and I also love jewelry! I had an idea for some bracelets that I couldn't find anywhere else so I decided to figure out how to make them myself. I started making bracelets first as gifts and soon after started getting orders from friends and family who suggested I start a company selling it. With the full support of my husband, I dove in, head first. And I haven't looked back since!

Choosing a name for my company was so hard since I wanted it to say so many things! It had to reflect my love of nature and my inspiration in all the beautiful things around me. It also had to do with what I was making.

Rock - for the gemstones I use in my jewelry.

Paper - comes from nature and is made into something new.

Pretty - not just how I want the jewelry to look, but most importantly, how I want it to make you feel.

**Rock Paper Pretty** is a play on "Rock Paper Scissors", something we all played as kids. It's familiar. It's fun. It's nostalgic.

## WORDS OF INSPIRATION.

**Don't let your insecure inner voice hold you back from your magic!**

"But I'm a nurse. That is my career." "I have a family and two young kids to take care of." "What if people don't like my jewelry?" "I'm too old to start my own business!" These are the things I told myself. Then, I decided to change the narrative. Instead of worrying about all the reasons I might fail, I chose to look at the positive. "What if they love it?" "What do I have to lose?" "What if this will be the best decision I ever made?"





I used to work in the media industry and now I'm an entrepreneur raising two boys, humouring one husband. I never thought I'd call myself an entrepreneur, but I am now, so I should get used to it. I started **LIPCANDY** for a lot of reasons. First, I felt a need for lipstick that looked beautiful on and was made from better ingredients. I also wanted to feel good about wearing it. Did you know that lipstick and other lip-products are the only cosmetics you actually consume? Think about that over a lifetime! Each product is handcrafted with love, using natural ingredients that you can actually pronounce.

They are free from any preservatives—like parabens, petroleum-based oils, or artificial fragrances. We are proud of our rich, luxurious colours that look amazing on all skin tones.

Speaking of skin tone, it is the other reason I started **LIPCANDY**. I am of Indian descent, born in Guyana with the name Basmatee (given by my grandmother from India, which means "the fragrant one"). I grew up in Newmarket, Ontario and Basmatee wasn't a name the local folks were used to, much less my skin colour. It wasn't easy fitting in, but it sure made me stronger and helped shape me into the person I am today.

As I was developing our first product, lipstick. I wanted the people wearing it to feel beautiful, sexy, strong, and confident. The name **LIPCANDY** was inspired by the term "eye-candy". Meaning that when you want to refer to something or someone that looks beautiful, one could say "that a good piece of eye-candy".

For me, it means that our products look beautiful on and to the person(s) looking at you. It's like candy for your lips!

## WORDS OF INSPIRATION.

being an entrepreneur is not for everybody. It can be lonely and isolating. However, it is incredibly rewarding and fulfilling. Starting and running your own business can be expensive as you need to invest in products and/or ingredients.

**With the digital age we live in, there is no better time to start a business.** Years ago it was incredibly hard to source products/ingredients. The MOQ (minimum order quantity) was so high, it was not achievable. Now with social media, ANYONE can market their company, and be successful. MOQ has gone way down too.

If you have an idea, try Etsy to test out the market, and see if there's an interest before you spend tonnes of money. Shopify is a great platform to consider too, and I currently use it.



I graduated in 2016 from Mount Royal University with a Bachelors In Communication Majoring In Information Design. **Jaybee Design** was developed in my final semester of university as a class project and continued to grow from there. **Jaybee Design** was created out of passion for design and stationery. Prior to school, I spent many years working in marketing and graphic design, I wanted a creative outlet that allowed me to use my skills towards my passion of stationery.

The name **Jaybee Design** was developed from using the phonetic alphabet of my maiden name.

## WORDS OF INSPIRATION.

**My advice for anyone who is starting up a small business is don't be afraid to fail, and try new things.** Some of my proudest moments in my business is when I have taken chances that I was unsure I could succeed at.



**Georgie Porgie Loot Bags** was created back in 2004 after being witness to the party loot bags my sons were bringing home. They were of no substance, they were filled with candy and mini plastic toys. Nothing in the bags were keepsake worthy. I wanted to change that. We created high quality custom loot bags with items kids could play with, grow with and learn from.

A lot of thought went into selecting our name. I wanted something that was kid friendly and cute - oh and it had to rhyme. Funny enough my aunt used to call me Georgie Porgie when I was younger and then my cousin said "why don't you name your business **Georgie Porgie Loot Bags!**" But we have since evolved to **Georgie Porgie Cakes & Gifts.**

~Georgie Porgie is an old English nurse rhyme

As Georgie Porgie started to grow we were being asked more and more if we offer cakes and other gift items. We finally added cakes and gift baskets to our offering. We were curling ribbon, icing cakes and filling baskets till 2010 when our business had another shift and the growth proved that cakes and desserts were our main and best sellers. **Georgie Porgie Cakes & Gifts** was born and we specialize in custom cakes and dessert with edible favours for all events.

## WORDS OF INSPIRATION.

My mantra is "keep it moving sweetie."

Sometimes things don't work out how we planned. So, **we have to keep it moving, we have ideas to create, dreams to accomplish and desires to fulfill.** Can't stop, won't stop!





**Julianna Candle Co.** started as a hobby creating an eco-friendly, clean, and luxurious handmade alternative to mass-produced candles. I care about myself, others around me, and the environment, and my soy wax candles reflected my belief of bringing together luxury and wellness. Creating my candles was a form of self-care by choosing to live a cleaner, healthier, and more sustainable life.

I'm continuing to promote self-care, wellness, and sustainability by creating eco-friendly, luxurious products for you and your home.

## WORDS OF INSPIRATION.

The best piece of advice I can give to other female entrepreneurs is to get started now and believe that success and opportunities are on the way. Believing in yourself, your business and your product or service is the first step to growing a successful business!

**Wherever you can, find and build a community to support you along the way.** For me, my Instagram followers and community have helped me reach new audiences, find new growth opportunities, and encouraged me to take the next step forward.



**evol** was created with the belief that while we all need to do our part in helping the environment, we can still enjoy a little bit of luxury in life. Sometimes it can be dull having to use the same looking bottle every day but it's also wasteful to collect multiple bottles. Instead of hoarding bottles in different colours to match your mood, vibe or #ootd, we want to help you minimize clutter as well as limit wasted resources. We encourage changing the look of your bottle just like you would with your outfit!

evol's 'one bottle, multiple looks' concept is sometimes that's never been done before in the market! Some might even say, *r*evolutionary! And it's also the next "it" bottle in the evolution of reusable bottles. Hence, **evol**! (Pssst! It's also because "**evol**" is "love" spelt backwards, which you may notice when you turn our bottle around.)

## WORDS OF INSPIRATION.

My word of advice is GET STARTED! I didn't think I was fully prepared when I launched evol, but I learned quickly that you gain so much knowledge once you actually START. You can do all the research for best practices but every business and brand is unique, which means it's on you have to find the unique combination of "what works" for your brand. **And don't be afraid to take that first leap and launch your company!** I almost didn't want to launch in early 2020 due to the pandemic, but I thought "Why not? What do I have to lose?" And in the first week of launch I received a huge corporate order all the way from Alberta! So, get started and work hard! It's going to be a fun, rewarding and fabulous journey. xo



I'm Charlene, one half of the husband-and-wife duo behind **EATABLE**. Our company creates premium gourmet popcorn infused with wines, spirits and cocktails! Our refined snacks are gluten-free, created with non-GMO corn kernels, and artisanally crafted with ALL-NATURAL ingredients in small batches from our facility in Toronto, Canada.

My husband Vince and I started our business back in 2019 as we were frustrated by the lack of clean, yet exciting, flavourful snacks on store shelves when we were looking for options to satisfy cravings during movie nights and intimate gatherings. Many packaged snacks were either laced with artificial ingredients and preservatives, yet the "healthier" options lacked flavour and originality. This kick-started a journey to pursue our passion for food & drink, and **EATABLE** popcorn was first born from our own kitchen as the perfect pairing of our two loves: a good snack + a good drink!

Being born and raised in Toronto, celebrations of cultural diversity has always been at the heart of everything we create. The name **EATABLE** was actually taken from a term my mom used to say when she would cook us delicious home-made dinners and in her Chinese-Canadian accent would ask us "Is this eat-able?" (instead of edible). That term has stuck with us to mean so much more than good food made with real ingredients, but a way to celebrate and savor everyday moments with those you love - That's what we hope our snacks will do!

## WORDS OF INSPIRATION.

My advice for other female entrepreneurs is to make sure you carve out time for self-care. In our multi-faceted roles as wives, mothers, sisters and friends, we often feel pressure to be everything to everyone, and it's so easy to put ourselves last. I've come to realize (especially during the course of the COVID-19 pandemic) that you **NEED TO** prioritize yourself and **CELEBRATE** those everyday big and small wins. **Make self-care time like a meeting you can't cancel in order to relax, rejuvenate, and make sure you're able to bring your best self to your business, and those around you!**



# A Beautiful Reminder.



Do not let your fire go out,  
spark by irreplaceable spark in the hopeless  
swamps of the not-quite,  
the not-yet, and the not-at-all.

Do not let the hero in your soul perish in lonely  
frustration for the life you deserved and have  
never been able to reach.

The world you desire can be won.

It exists..

it is real..

it is possible..

it's yours.

*Ayn Rand, Atlas Shrugged*

LADY

BOSS SOCIAL

# BEAUTY LIST

MUST-HAVE'S FOR THE SUMMER SEASON.



ROUTINE  
Lucy in the Sky Deo STICK - Natural  
Deodorant



K'PURE  
Good Morning Refreshing Essential  
Oil Spray



TIN FEATHER COSMETICS  
Testify Lip & Cheek Balm



TIB'S COSMETICS  
Lotion Bar Hearts



EVIO BEAUTY  
Lip-spo Gloss



APT. 6 SKIN CO  
Cleansing Balm



# THE BEACH HOUSE

BRING A LITTLE BEACH HOME WITH THE LATEST COLLECTION.

[THIS SEASON'S ESSENTIAL BEACH STYLE. SHOP NOW >](#)

## WHITE SAND CANDLE

Feel like you are sitting on white sand at the beach with this hand-poured soy candle made with phthalate-free fragrance oils.

[SHOP NOW >](#)



## OCEAN FLORA

An aromatic soap bar with spearmint and the powerful benefits of seaweed - deliver a hydrating and renewing experience.



## SKY BLUE & SAND

Striped Goodness Towel - perfect for the beach, outdoor yoga workout or lounge chair.



## SAND CLASSIC SCRUNCHIE

Made of sustainable cotton that securely holds your hair in place without damaging it.





The **MUST-HAVE GUIDE**  
for the summer season featuring local brands





# MUST-HAVE'S



**evol / Classic Bottle, \$24** / The Classic Bottle is definitely a must-have for on-the-go lifestyle. This 17.5 oz (520 ml) bottle comes with the simple white lid as well as a removable filter insert that allows you to enjoy fruit-infused water.



**FUSE & SIP / The Moira Rose Sangria - Rose Cranberry & Pineapple Infusion, \$24.95** / You can drink rosé all day with this delicious sangria mix - the moira rose is a beautiful combination of rosebuds, cranberries, pineapples, & limes with organic cane sugar.



**ROCK PAPER PRETTY / Anguilla Bracelet, \$34** / Rainbow moonstone is a crisp white with flashes of bright blue. Rose gold hematite and peacock pearls are reminiscent of caribbean island sunsets.



**URBAN APOTHECARY / Escape to the Tropics, \$15.99** / The air is filled with a fresh, citrusy fragrance and the earth is warm and sweet. When you feel like you need an escape, make your home feel like it escaped to the tropics!



# MUST-HAVE'S



**everhand / Starter Collection, \$29.99** / A hydrating & vegan friendly formulation, that smells incredible. Take it with you everywhere. The Starter Collection includes 1 pocket sprayer and 1 refiller. For those on-the-go!



**FIERY WICKS CANDLE CO. / Jamaica Bay Rum Scented Soy Wax Candle, \$27** / Blend together mango, papaya and peach. Add some rum and ice and you're ready for your tropical vacation (from wherever you are).



**GLOW KIDDO GLOW / Affirmation Deck, \$29.50/** These colourful and whimsical affirmation cards are for the young and young at heart. Each affirmation is clear, simple, and speaks to children of all ages, making it easy to discuss feelings and promote confidence and security in kids.



**everhand / The Pocket Kit, \$29.99** / The Pocket Kit includes 5 pocket sprayers. everhand pockets are SUPER giftable. Your friends & family will thank you. Comes in Cucumber Mint scent, Citrus scent, or our Combo Pack (3 Cucumber Mint / 2 Citrus pockets).

# MUST-HAVE'S



**PELEE ISLAND WINERY / LOLA Pinot Grigio VQA 250mL Aluminum Bottle, \$5.45** / A very refreshing white wine with flavours of lemons, limes, green apples, and honeysuckle.



**TRUFFLE PIG / Assorted Chocolate Truffle Piglets - Floral Gift Box, \$6** / Individually wrapped assorted piglet shaped pieces. Enjoy Milk Peanut Butter, Milk, and Dark pieces.



**ELLOWDEE / Tropical Gallery Wall - 'In to the Jungle', \$39** / This set is available in four sizes and on your choice of professional papers.



**BLUME + PINE / Sophie with Pearl, \$32** / Adorned with Olive & Fern Co's use of fresh water pearls. Sweet for summer days and nights, these incredibly lightweight earrings will add a pop to any outfit.

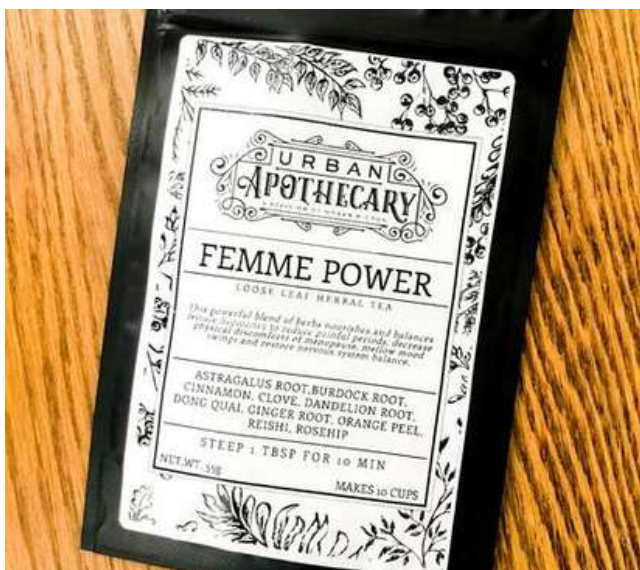
# MUST-HAVE'S



**IVY & ZALE / Threesome Bath Set, \$47** / Ivy & Zale's Threesome Bath Set includes: three (3) bars of your choice, one (1) natural sisal fiber soap saver bag and one (1) Self-Drying Soap Dish. Each set is beautifully wrapped and ready for gift giving or for your own use.



**BOTANIXX / ROSE BODY BUTTER, \$Pricing Varies** / This handcrafted Botanixx rose body butter is a must have - lush item. This scent features a light and airy midnight rose fragrance suitable for both men and women. This ultra hydrating and high - quality formula used is vegan based, paraben and preservative free.

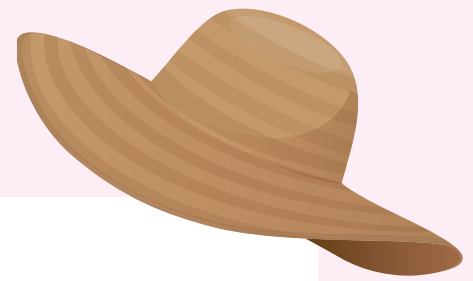


**URBAN APOTHECARY / Femme Power Herbal Tea, \$9.99** / This powerful blend of herbs nourishes and balances female hormones to reduce painful periods, decrease physical discomforts of menopause, mellow out mood swings and restore nervous system balance.



**TOASTED / Sand Classic Scrunchie, \$19** / This luxe handmade classic scrunchie is made of sustainable cotton that securely holds your hair in place without damaging it.

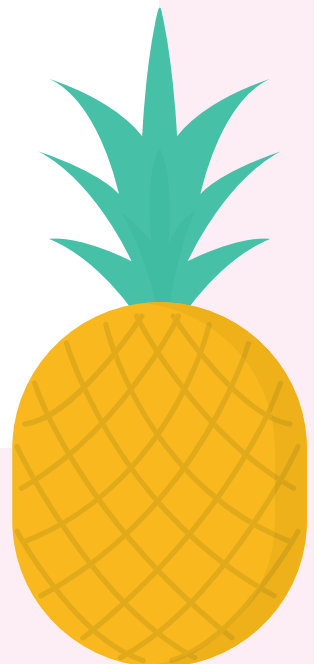




# COCOLILY

## Summer Love List

- Backyard or balcony picnic
- Hot pink manicure & pedicure
- Do yoga in the sunshine
- Make an ice cream sundae
- Play mini golf
- Chase sunsets
- Make homemade lemonade
- Paint a picture
- Spend the day at the lake
- Eat a funnel cake
- Make a summer playlist
- Go see a waterfall



# Recipe Love List

## PICNICS



SPINACH HUMMUS WRAP



DAMN GOOD BLT PASTA SALAD



PROSCIUTTO PICNIC SANDWICHES



WATERMELON MINT FETA SALAD





# Recipe Love List

## BRUNCH



HEALTHY BREAKFAST BURRITO



LEMON RICOTTA PANCAKES



BAKED OATMEAL



TWICE BAKED BREAKFAST POTATOES





# SUMMER COLLECTIONS

We have curated some of our favourite things.  
Visit the shop to see the latest collections.





**Best  
Seller**



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Shop Local . Discover New Finds . Support Each Other.





BOTANIXX



EVERHAND



GLOW KIDDO GLOW



FIERY WICKS CANDLE CO.





URBAN APOTHECARY



IVY & ZALE



COMING SOON



*The  
Breakfast  
Club*



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A MODERN MAGAZINE + GUIDE FOR YOUR BUSINESS AND  
LIFE/STYLE — SHOWCASING AND SUPPORTING LOCAL.

*celebration & inspiration*



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Never give up  
for that is just the place and  
time that the tide will turn.