

the MIX

SEE.
SHARE.
TRY.
SHOP.

APRIL 2018

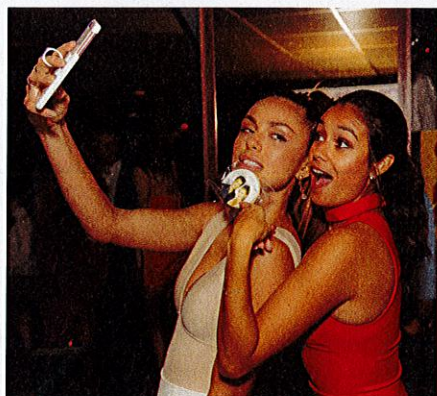


The Marie Claire Power Trip Alum FIGHTING ALZHEIMER'S

Founded in 2012 by Michaela "Mikey" Hoag with the Alzheimer's Association, Part the Cloud is a movement to accelerate scientific progress in Alzheimer's research that has raised over \$20 million and invested in the most promising clinical studies worldwide. Learn more about their impact on research and this month's fundraising Gala at alz.org/partthecloud.

Would you eat your OWN SELFIE?

New York food & tech start-up Selffee: the edible photo booth, has been making waves this year at events across the country. Take a selfie on the spot, their machines will then print that image onto cookies, iced lattes, cocktails, and more. Edible selfies—yes please! @EdibleSelfie



Take Your Hair to New HEIGHTS

All the volume, none of the weight. Herbal Essences introduces bio:renew Blue Ginger Foam Conditioner—a new whipped formula that weightlessly conditions and refreshes fine hair from root to tip. HerbalEssences.com



Parachute HOME

Parachute makes modern home essentials to enhance your life. Founded by Ariel Kaye, the brand believes that premium quality, thoughtful design, and responsible manufacturing shouldn't cost a fortune—and that, above all, you should start and end your day feeling your very best. Customers can shop the brand's best sellers at their stores in Venice Beach and Portland. ParachuteHome.com



For more exclusive offers, special events and promotions, and up-to-the-minute **mc** updates, visit: