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How to move forward even when you miss a day.



MAKE A MOCKTAIL

Create a hand-crafted Queen of Hearts Mocktail, find out why we chose this one too!



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Get your hands on this month's Speakeasy Limited Edition release! It's SUCH a good one!



TOP 3 SELF CARE TIPS

Our editor's top three self care tips for January to help you rest & reset well.



ETHYST® SKIN SECRETS

Learn how our 3 piece bundle will easily get you the best skin of your life!



BREAKING UP WITH NEGATIVE SELF TALK

Co-host of Unfiltered AF, Kristina Wells, shares some tips on how to break up with negative self talk for good.



FAIR TO FALL

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FROM THE EDITOR

Beloved Seekers of Sanctuary,

This February, as we embrace the theme of self-love, I want to share a deeply personal story about the inspiration behind ETHYST®; a story that has shaped not only my journey as an entrepreneur but also my approach to life and love.

Amethyst was my father's birthstone, a gem that symbolizes clarity, peace, and strength. It's also the foundation of ETHYST® Skincare, a brand I created with the hope of bringing those very qualities to others. My father was more than a parent; he was my biggest champion, the voice that urged me to dream bigger, to work harder, and to believe in my own potential. He taught me that self-love isn't selfish; it's the foundation of resilience and the fuel for pursuing our passions.

I launched ETHYST® with his encouragement, pouring my heart into every product and detail. Just two weeks later, I lost him. The grief was profound, but so was my resolve to honor his legacy. Knowing that ETHYST® has touched lives around the world fills me with immense gratitude. Every story I hear of how our products have brought comfort or confidence to someone reminds me of the values he instilled in me: care, integrity, and the courage to create something meaningful.

As we focus on self-love this month, I encourage you to think about the people and moments that have inspired you to take better care of yourself, good, bad, and indifferent. For me, my father's love and guidance remain a constant source of strength. He taught me that loving yourself is an act of honoring those who believe in you—those who see your worth even when you doubt it.



Photo by Hillary Boutin

Thank you for being part of this journey with me. In every jar, bottle, and moment of self-care, there's a piece of my father's legacy, and I'm grateful to share it with you.

With love and gratitude,

Anter Champagne Editor-in-Chief

Founder of ETHYST® Skincare

& Champagne Apothecary

IN THIS

Another issue packed with powerful wellness insights from our incredible contributors. From tips to maintaining your journal to ways to nurture your mind and positive self talk, we've curated the best advice with intention to share with you this Feb. We hope you find ways to achieve higher self love in every page.

AND YOU DON'T WANT TO MISS THIS!

Pg. 21 – Read reviews from happy people all over the world who've had great success with ETHYST®! Do you see yourself among them?



Make a DIY Self Love Jar for the encouragement you need pg. 14



Check out our some of our Newness for 2025! pg. 15



Listen to the hand crafted Self Love Playlist we made just for you! pg. 19







MISSING DAYS, JOURNALING TO KNOW THYSELF.

I missed a day in my journal. January 30th doesn't exist in this consistent journal-keeping timeline. I failed, and it sucks.

To my amazement, I took 366 photos last year, one for each day.

I am not usually this consistent. I don't usually do something every day, and I am not big on New Year's Resolutions. When February comes around, whatever the resolution, it is long forgotten.

So, in response to this missing entry, I wrote the following Journal Entry:

January 31st, 2025

I missed a day (insert crying emoji). I hate missed days. It's partly why I avoid this challenge.

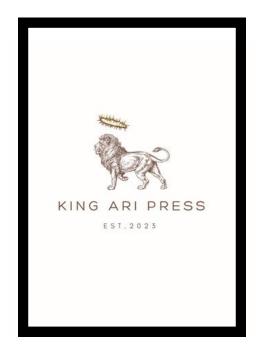
Does it count if you thought about it on that day? I did, which is why I thought I did it.

The real growth for me is to continue even though I missed a day. This would be growth. It shows I can move on from the "all or nothing" mentality.

February—is it the midwinter of our discontent? No matter how the year started or your intentions, February is the month for grace. Grace is the healthier, more loving option. Let's choose grace for ourselves and others.

What I wrote in my journal reflects something I know about myself—I will give up if I miss a day. Some believe this "all or nothing" cycle comes from perfectionism. You abandon what is marred or imperfect.

Yet, here I am, continuing to write in my journal the day after I missed it because to love myself better is to learn about the things I need to change and challenge myself to do better. I will not let the perfectionism cycle ruin a good thing.



King Ari Press is a Publishing Company owned by Stephanie McNutt

Showing up for yourself is a good thing. Every day, I journal and process my thoughts in a moment of self-love and care. This shows that I value my thoughts enough to be honest and real with myself.

You know that feeling that if you say something out loud, it acknowledges that it's true? Well, writing it down has the same effect. It is honesty out loud. No takebacks, partner.

The point is that you might miss days, even weeks. You shut down and close down shop on yourself and your goals. You have no desire to get up and start over (it feels like starting over).

I get it. I really do.

But you deserve better for yourself. You deserve to show up for all those good things in your life. It's the loving thing to do, and you deserve every good thing about this life.

So, on February 1st, I continued to write in my journal: "Zelda has so many blooms. The most I've seen on any Orchid, 15–16? I washed her leaves. It's been a couple weeks since I watered her, but she retained much of the water."

You are like Zelda, friends. You deserve this care. You deserve to show off a beautiful bounty of blooms even in midwinter.







<--- **Love deserves a signature sip!** My husband and I have matching King and Queen of Hearts tattoos, a little reminder that love is bold, enduring, and always worth toasting to.

So this month, I'm sharing a mocktail inspired by that kind of love. The kind that's fun, deep, and full of heart. Cheers to love in all its forms!

QUEEN OF HEARTS Nockfail

Ingredients:

- Ice
- 1/2 can seltzer water
- 1/4 cup pomegranate juice
- 1 tsp ginger juice
- 1 tsp <u>raw lemon infused honey</u>
- 1 tsp fresh squeezed lemon juice
- 2 tsps of Five Berry Elderberry Cider
- Optional garnish: <u>Rose Petals</u>, Lemon Slices, Pomegranate arils

This invigorating blend is packed with Vitamin C, antioxidants, and immune-boosting ingredients that promote circulation and vitality. With pomegranate, ginger, lemon-infused honey, and elderberry cider, it's a delicious, mood-boosting treat with aphrodisiac qualities.

Instructions:

- 1. Add ice to a tall glass followed by the remaining ingredients.
- 2. Stir well.
- 3. Garnish with rose petals, lemon slices, and pomegranate arils for an extra touch of elegance.

Serving Suggestions:

Serve immediately and share with someone you love.







SPEAKEASY DEAL OF THE MONTH



THIS MONTH'S LIMITED EDITION
RELEASE IS OUR SELF-LOVE RITUAL
KIT!

What's included?

- 1 ETHYST® Abundance Lip Plumper
- 1 ETHYST® Awakening Toner
- 1 Pink Spa Headband
- 1 Authentic Crystal Roller

AND IT'S YOURS FOR 50% OFF! USE CODE FEB50

NURTURE



YOUR

SHI LOWE

TOP 3 SELF CARE TIPS FOR FEB 2025





Indulge in that serum you've been eyeing. Find romance in the every day!

NURTURING YOURSELF IS THE FOUNDATION OF ALL LOVE.

By Amber Champagne

February is all about romance and I especially didn't want toforget the most important love story: the one you have with yourself.

That's why I'm sharing self-care tips this month to remind you that taking care of yourself isn't selfish, it's essential.

Whether it's romanticizing the little moments, setting boundaries, or indulging without guilt, these small acts of self-love add up to something powerful. Because when you take care of yourself, you show up better for everything—and everyone—else.

- 1. 1. Romanticize Your Daily Rituals Turn the ordinary into something extra. <u>Light a candle</u> while you do <u>your skincare</u>, <u>drink your tea</u> from a fancy cup, or play soft music while you cook. Treating the little moments like a ritual makes life feel more intentional and luxurious.
- 2. Detox Your Energy February is the perfect time to cleanse. Not just your body, but your surroundings and relationships. Set boundaries with people who drain you, limit social media that makes you feel bad, and clear out physical clutter. Your peace is priceless.
- 3. Indulge Without Guilt Whether it's some decadent Valentine's Day Chocolate, a long bath, or splurging on <u>that serum</u>, you've been eyeing give yourself permission to enjoy. Self-love isn't about deserving a treat, it's about recognizing you already do.



- 1 Clarity Cleanse a creamy, Lactic Acid based cleanser that gently revitalizes and clarifies skin. Gently exfoliates and keeps blemishes in check while Vitamin C works to protect the skin from aging.
- 1 Daily Ritual Moisturizer this lightweight moisturizer deeply hydrates with Hyaluronic Acid and Aloe reducing visible signs of aging while Red Micro-Algae helps to firm the skin by stimulating collagen by up to 34% and helping combat blue light (computers, etc) induced premature aging as well as reducing the appearance of hyperpigmentation by up to 30%

Glowing skin made easy with ETHYST®'s 3 piece bundle!

- 1 Holy Grail Facial Oil - This non-greasy, Jojoba Oil based formula is antibacterial which combats against breakouts and acne scaring. It also contains Vitamin E that helps reduce hyperpigmentation and prevents aging as well as Hemp Seed Oil, Grapeseed Oil, Egyptian Rose Petals which fight inflammation while Vitamin C prevents sun damage and moisturize and combats acne, eczema, and psoriasis.

Self Love Jars

A Self Love Jar is a simple way to remind yourself how amazing you are. A dose of daily encouragement and joy created by someone who knows you best... YOU.

What You'll Need:

A jar (any size—go as fancy or simple as you like!)

Small pieces of paper or sticky notes

A pen (bonus points for colorful ink!)

Optional: Stickers, ribbons, dried flowers—whatever makes it feel you!





How to Make It:

- Decorate! Paint the jar, add stickers, or tie a ribbon around it—whatever makes you smile.
- Write down messages to yourself. Think affirmations, things you love about yourself, accomplishments, or reminders to be kind to yourself. Examples:
 - You're worthy of love, especially your own.
 - Your dreams are valid. Go chase them!
 - You've survived all your hardest days!
- Fold them up and fill the jar. The more, the better.
- Pull one out whenever you need a boost.

Pro tip: Add to it over time! Keep filling it with love notes to yourself whenever you accomplish something or have a moment of gratitude. Self-love is a practice, and this jar is a daily reminder that you are enough.

CHAMPAGNE apothecary

SHOP NEWNESS GONNA BE LIT









HOP MEWNESS NOW We're moving into the future

Explore Advanced Skincare Devices

We're. moving into the future and so are skincare devices.

Check out our newest LED/Microcurrent Under Eye Glasses, Neck & Face Lifting LED Therapy Device, and Rechargeable Facial Cleansing Tools.

HERE

Sage Bundles and Palo Santo Pops for every mood.

We love sage and palo santo and we know you do too.

Keep an eye out for all of the new styles to drop every season this year!

Check out what we have now...

HERE

Prepare to elevate your self care with the newest in wellness!

We are coming in hot this year with all the newest in health and wellness!

From collagen gummies to home diffusers to Black Seed Oil and more, you are going to love what we have in store! Take a look...

HERE and **HERE**





I've been alive for almost 37 years, and for most of that time, my mind has been consumed with negative self-talk and self-sabotage.

It's been relentless, suffocating, and for the longest time, I hadn't even realized I was trapped in it. It wasn't until two years ago, with the help of a few amazing people, that I realized that I didn't have to keep living that way.

But let me be honest... it's not as simple as flipping a switch. Rewiring your thoughts takes work. It's a daily practice, and I'm still in it, showing up for myself every single day.

At some point, many of us reach a crossroads where we ask: Am I really going to waste my life thinking these awful things about myself? Or am I going to take control, shift my mindset, and finally love myself exactly as I am? That moment was a turning point for me. I couldn't keep walking the same path. I had to make a change.

The most powerful realization I had was this: I am worthy of loving myself.

And so are you.

At first, it felt unnatural to say it, but I practiced. Every day, I told myself I was enough. And slowly, that one thought ignited a fire... empowerment, liberation, and a deep knowing that I was my own safe place.

But change isn't just about what you say—it's about what you do. I had to stop comparing myself to others. I had to let go of the fear of what people thought of me. I had to understand that everything I needed was already within me. That shift in perspective changed everything.

And here's what I've learned: you are what you think.



The new ETHYST® 3 pc bundle subscription. A few of Kristina's favorite go to products.

You will fail. You will win. But neither defines you. You define you.

So be kind to yourself, the way you'd be kind to someone you love. Stop the self-blame. Forgive yourself when you need to. Speak to yourself with love and encouragement. Because the truth is, your words have power.

You are what you say you are. So say something beautiful.

Make your time here count. And start by being kind to yourself.



FAIR TO FALL

Aderyn listened. It hurt her ears to take all the sound in at once: the wind twirling away in the branches above, the water trickling in the pool below, the footsteps tramping steadily toward her. They were the loudest by far, but even so, she was losing her ability to hear as she once had. Her skin itched with the heat, beneath the sheer piece of cloth that hung over her like some coarse shirt of goat hair. There was sweat on her brow, under her arms, under her breasts, in the small of her back (which also had begun to ache)... there was sweat everywhere. The wind did not seem to want her any more. It played in the leaves, taunting her with its whistle – once lovely, now shrill in her hearing. Oh, what god could love her like this, sickly and sheened as she was, fighting to hold off the tremorous feeling in her stomach, now moving to her throat.

Her legs shook like willow whips, and then she fell to the floor, feeling the roots and rocks gouge her naked knees. She stifled a cry. First, because she had yet to speak, and she feared it would hurt. Second, because Aderyn did not want to hear what she might sound like. Her catching, panting breath, the grunting sounds that rose unsummoned as she'd made her way through the forest, as mud and needles alternately slithered between her toes or stabbed the soles of her feet – these had been harsh enough. What would a voice sound like? It could not be anything pleasant. It could only be more raw and rasping air.

Yet, these were not her only reasons for silence, nor even the foremost. There was a third reason, eclipsing all her perceived meanness. The real reason she would not cry out. She could hear the feet getting closer, breaking every blade beneath, rising above the tender lapping of the water. Water, so close and clean, so gently filled from below, she could drink and forget this grief that clawed its way through her. It was so stifling under these trees. Not like the days when she had been in their lofts. Once, when she was a light and flitting thing, strong beyond measure and bright as holy raiment. But, no, she was a weakling now, heavy and stumbling, trapped in fixed flesh. Thirsty and weary.

And still the feet came.

Why must this all happen here and now? Why must some terrible giant lumber about, with his clanking and roaring readiness to devour her. For he most certainly would. She could run no more. She could not make herself disappear as she once had. She could do nothing in this form except cry and... what was that red fire upon her knee where the jagged root edge had jammed in?

Good God, was this what they called blood? It was awful, burning, sticky. And it would not stop no matter how much she glared at it. No, it simply dripped down her shin, defiant, nay, utterly ignorant of what she'd been.

Aderyn was bleeding, and two thoughts came rushing into her head like colliding stormclouds.

How could she live like this?

And why was she suddenly heaving her morning meal from her mouth?

She could keep her quiet no longer. A wretched sound came out of her along with whatever had once nestled in her stomach. This was beyond horrid. The tang and bitterness of sick all at once made her sad and furious. How could this be? She had hardly eaten any more than a thimble, as men measure it, yet now, her insides roiled about bringing forth ten thousand times as much. Once more, she heaved, and once more, her coughing and retching drew forth that gross noise. For that is what is what it was. Gross. Large, coarse, clumsy, and overloud. Just as she was now.

It made all the sense in the world. Aderyn had once been fair. Now, she was gross. Now, she was a woman in the world, her light lost, her wings shriveled to nothing, her bones thick and marrowy, her skin porous and hairy. Her heart beat like that of a boar, rooting about the forest floor. Her nose ran like snail slime in the morning. Her eyes watered like stinging rain in a summer storm. Gone, was the tiny unaging of her form. Gone was the gentle, imperceptible movements of will and wish within.

Now, she was just a gangled, plodding, bleeding, vomiting thing, barely covered and swiftly dying. Gone was the faerie girl. Come, was the stumbling woman. Gone, was the little, luminous poem made for flight. Come, was the earthbound body, reshaped and enlivened for work. Work wherein everything would be touched with hurt. Everywhere.

She had asked for the woods that she might be more. She had longed for this. Yet, now that it had come to her, her soul recoiled. Aderyn could not do any of what she'd believed. She could not even take a simple drink, for she was too afraid to step out of the shadow.

"Are you lost?" the voice asked. It was a man's voice, resonant, yet careful not to frighten her. She had not the first notion of what he was saying. The words were only sounds to her. Yet, their meaning was ever plain. He meant her good.

Off Love playlist

Enjoy this playlist all about selfempowerment, resilience, and embracing yourself fully!

Press play and let it remind you just how incredible you are... No, you can literally just click play --->

"Feelin' Good" – Nina Simone (The ultimate fresh start, powerful and timeless.)

"Dreams" – Fleetwood Mac (A reminder to trust yourself and keep moving forward.)

"One Way to San Dlego" – Slyvan McCue (but really Jon Bellion and him. Stay your course; the universe knows more than us)

"A Moment for Yourself" – Behind Clouds, Noirea (bc sometimes living your best life is a lo-fi beat)

"Go Your Own Way" –
Fleetwood Mac (Empowering, especially when walking away from what doesn't serve you.)



"Ain't No Mountain High Enough" – Marvin Gaye & Tammi Terrell (A reminder that nothing is out of reach.)

**Toog Days Are Over" – Florence + The Machine (Joyful, and all about stepping into a better chapter.)

"Take Care" – City and Colour (bc, my God, everyone needs to know C&C, but also to remind us time is limited and that we should take better care of ourselves)

"Fast Car" – Tracy Chapman (A song of longing, freedom, and believing in yourself.)

"Heroes" – David Bowie (A reminder that you are capable of more than you know.)



Daily practices to shape your reality

The Power of Saying Yes!

Self Care to attract abundance

...and more!

March '25

CHANGE YOUR LUCK



HITHYSIR SKINCARE INTERNATIONALLY BELOVED



09/10/2024



O Amy M Berube Verified

The Holy Grail is right!

I absolutely love this oil! I use it everyday and cannot believe how smooth my skin is. It does not leave your face feeling greasy and sits great under make-up.



09/08/2024



O Ashley McKenney Verified

Awesome Serum!

This serum has such a nice light feel to it when applied and has worked wonders for me. It isn't sticky like some other brands and I love using it!



09/03/2024



Rejuvenate your face!

My face looks so much healthier after using this moisturizer consistently for the past few weeks



09/29/2024



M.S.

Best cleanser

I really love this cleanser. It leaves my skin feeling soft and clean. I use this along with the exfoliating cleanser. They are the perfect pair!



O Cindy S. Verified

Loving this Oil!!

The texture of this facial oil is divine - it's light yet rich, absorbing into the skin almost instantaneously without leaving any greasy residue. As someone with combination skin, I'm often wary of oils. However, this product strikes the perfect balance, offering deep hydration without clogging pores or causing breakouts.

Post-application, my skin felt incredibly smooth, supple, and radiant. The Holy Grail seems to work magic on fine lines; I've noticed a visible reduction in the appearance of those around my eyes, forehead and neck. Even my boyfriend commented that my skin is so soft and looks healthier.



09/26/2024

10/



Kimberly Lynch Verified

Highly Recommend

I have been using this eye serum for the past year. My under eye area appears much more hydrated and bright since using this serum. You only use a tiny bit so the bottle lasts forever too!



11/18/2024



01/11/2025

Aaron Beal Verified

Amazing products!

My better halve has been looking for a toner that she likes for a while. She stated that the ETHYST Awakening Rejuvenating Toner is "rejuvenating" her skin. She appreciates the "smooth texture, and it is helping her complexion." It arrived a lot quicker than I expected! It was well packaged. The agent was extremely nice and informative. I recommend this product for you loved ones.



10/04/2024



Amazing skin care.

I am so happy with my recent purchase. I have used the face cream in the past but never any other products until NOW! The cleanser is so gentle but effective, it cleans without drying. The serum and oil are wonderful. I am sensitive to scents and these products smell amazing! Light clean and earthy. 5 millions starts for everything.

Learn More





Kristen Carty Verified

Love it!

Love it all! The packaging, the quick shipping, but most importantly, the results!!!

ETHYST® CHANGES LIVES... AND YOU DON'T HAVE TO JUST TAKE OUR WORD FOR IT

I have been using Ethyst for almost 2 years now and am in love with the results. It's a perfect match for my skin and all the changes it's going through with hormones fluctuating and just aging. Amber is also an amazing human and is so passionate about her work. Please go see her and the shop. You won't be disappointed.

Amber..... I'm literally OBSESSED with Ethyst. It's been one week of using the holy grail and the glycolic cleanser a couple times and my skin is already so much happier 🥹 💝 it gives me a confidence boost lol. I'm going to buy the moisturizer and daily cleanser because I just know these products are what my sensitive skin will thrive with. You're the best!!

I have to say your products are so gorgeous and work so well I love them! They also look great in my bathroom as presentation!

I am so glad I stumbled upon Amber! After reading about her in a local publication, I decided to give her virtual skincare consulting a try and it was such a great decision. Amber is incredibly knowledgeable about the dos and don'ts of skincare. You can tell how much time and effort she has invested into learning the intricacies of skincare, into her business, and into her new Ethyst skincare line! I started using her recommended products about 5 weeks ago and have been loving the results. While I love the products, the best part of the experience has been having Amber as a resource and knowing that I can reach out to her with any questions or concerns. I can't wait to stop into the Champagne Apothecary in person soon!

Also, your skincare... omg

The oil is amazing

I can't wait to get more items!

My skin was a hot mess a week ago. It's looking SO MUCH BETTER with just the oil! Hands down the best skin care product I've found in my entire life. I currently use the face cleanser, moisturizer, and sunblock in the morning. At night I use the anti-aging oil. I am simply in love with these products. My skin feels amazing and I have experienced healing in my skin too! (Less pigmentation, absence of dry skin). I don't know what else to say to convey what an amazing little place Champagne Apothecary is. If you have skin, this is the place for YOU!

How often do you get to discuss your skin complaints with creators of high end skin care? Nowhere else but at Champagne Apothecary!
The owner was so KNOWLEDGEABLE and helpful! I purchased two of her skincare lines for myself and son three days ago and I'm already seeing a reduction in fine lines and inflammation. I'm so incredibly grateful to have had her store recommended to me.

Just so u know my girlfriend had like a hormonal rash under her nose and your oil cured it!
Ur amazing

I wanna get the face wash and lotion too :)

★★★★★ 4 months ago

Amber has the absolute most welcoming personality and she gets to know each and every one of her customers! I have felt like I belong in the store since the moment I first stepped in. She is so full of important skincare information and loves to share that knowledge with her clients. I have recently begun to use her skincare line - Ethyst - and have been SO impressed with the way it makes my skin feel and the improvements that I have seen. From face wash to lotion and eye serums, my face has never felt or looked so great. So grateful Amber's storefront made its way to Westfield and even more grateful I wandered in on a sunny Saturday afternoon. Go check her out, you won't be disappointed!!

★★★★★ 7 months ago

Amber is amazing!! If you're looking for someone who knows everything about skincare, look no further... she's the best!! Not only that, she is so sweet... great energy and just awesome to be around!!



Get 33% off with

ETHYST®

Subscriptions. Now available!





Learn more here!

Enjoy huge savings Delivered right to your home Never run out unexpectedly



www.champagneapothecary.com