



Loshen & Crem Opens Integrative Skincare Boutique in Edmonton

By [Craig Patterson](#) May 29, 2025

Edmonton has officially welcomed a new destination for luxury skincare with the grand opening of [Loshen & Crem](#), a 3,400-square-foot flagship boutique at [Currents of Windermere](#). The location represents a significant milestone for the brand, blending a curated retail experience with comprehensive facial and body treatments—marking Edmonton’s first truly integrative skincare boutique.

“This is more than just a retail store or a spa,” said Sarah Cabana, founder and owner of Loshen & Crem. “It’s a space where skincare meets education, community, and wellness—where people feel empowered to learn about their skin and take care of themselves.”



Sarah Cabana, founder and owner of Loshen & Crem



Founded in 2019 by Cabana, Loshen & Crem began as an online retailer, rooted in a strong social media following and a commitment to customer service. Originally from Montreal, Cabana relocated to Edmonton and found herself struggling to re-establish a career in skincare education.

"I told myself I wouldn't rebuild my name again, but I couldn't find the right fit," she explained. "So I pivoted. I started promoting skincare brands on social media. People began asking where they could buy the products, so I launched an online store. From there, demand just exploded."

The business quickly evolved, offering facials out of a small space and building a loyal client base. Today, Loshen & Crem ships Canada-wide, with Ontario and British Columbia among its strongest markets. The new flagship store, designed by Troy Dashney of Bold Design, reflects Cabana's Italian heritage and her vision of a modern European wellness retreat.



Loshen & Crem in Edmonton. Photo: Loshen & Crem

Design Meets Experience

Stepping into the new location, customers encounter more than product shelves—they're welcomed into a thoughtfully designed, serene space that reflects the boutique's wellness philosophy.

"The design is soft and minimal, with beige tones and wood elements," said Cabana. "We wanted it to feel like a high-end Italian spa."

The centerpiece is a striking olive tree surrounded by a community table, used for skincare masterclasses and product education events. "We'll have brand educators

fly in and host sessions here,” Cabana added. “It’s all about building customer knowledge.”

The boutique includes five treatment rooms: four for facials and one for body treatments—a European-inspired offering that sets the business apart in Edmonton.

“In France, body care is just as important as facial skincare,” said Cabana. “We want to bring that philosophy here.”



Loshen & Crem in Edmonton. Photo: Loshen & Crem

Customer Service as a Brand Pillar

Loshen & Crem’s reputation has been largely built on its unparalleled approach to customer service, both online and in-store.

“We customize every order with samples suited to the customer’s purchase,” said Amy Witoshynski, Director at Loshen & Crem. “First-time buyers receive handwritten cards sealed with wax—like receiving a gift from a friend.”





Amy Witoshynski, Director at Loshen & Crem

This personalized experience continues with a live chat staffed entirely by real skincare professionals, not bots.

“We have Cassandra, our customer service specialist, who chats with people all day, helping them select products based on their skin concerns,” said Witoshynski. “It’s all human, and it’s all personal.”

Retail Meets Professional Skincare Services

The boutique carries an elite lineup of skincare brands including Biologique Recherche, iS Clinical, Augustinus Bader, Elta MD, Colorescience and other brands. Every brand is handpicked for performance and philosophy, tested by the team before being offered to customers.

“Behind every product is a story,” Cabana explained. “It has to be effective and align with our values.”

The boutique’s treatment offerings are just as refined. Services include advanced facials using the Biologique Recherche methodology, Fire & Ice facials from iS Clinical, microneedling, LED light therapy, chemical peels, and exosome treatments. Targeted services address concerns like acne, pigmentation, and skin tightening using high-end technologies like Exilis Ultra and NeoSkin by Aerolase.





Loshen & Crem in Edmonton. Photo: Loshen & Crem

Eyes on Expansion—With Caution and Care

With a growing national online presence and a flagship brick-and-mortar location, expansion is part of Loshen & Crem’s long-term vision—but with a carefully curated approach.

“Toronto and Yorkville are on our radar,” Cabana noted. “Old Montreal is another possibility. And downtown Halifax—people there are deeply connected to skincare, but there’s not much at our level.”

British Columbia is also being considered, particularly underserved areas like Invermere. “But this Edmonton location will always be our flagship,” she emphasized. “It’s where it all began.”

The team had originally eyed U.S. expansion for 2025, but paused due to tariff uncertainty.

“There are strict regulations with skincare exports,” said Cabana. “But the U.S. is more flexible. That’s still a goal once the environment stabilizes.”

A Skincare Boutique Rooted in Edmonton Pride

While Cabana is originally from Montreal, she speaks with genuine affection for her adopted home in Edmonton.



"I much prefer Edmonton," she said. "The people, the cleanliness, the sense of community—it's just different in the best way."

Located in a high-visibility spot in Windermere, next to Edmonton retailer Shades of Grey, the boutique is already drawing curiosity and foot traffic. The location was previously occupied by a tanning salon that only lasted a year—a stark contrast to the premium service model Loshen & Crem brings.

"People were peeking in while we were still under construction," said Witoshynski. "We're so excited to welcome everyone inside now."



Loshen & Crem in Edmonton. Photo: Loshen & Crem

Looking Ahead: Filling the Gaps in Canadian Skincare

One area of focus for the next year is identifying a suitable makeup line to complement the skincare offerings.

"Finding the right makeup brand has been difficult," said Cabana. "We want something that's skin-friendly and aligns with our minimal, effective philosophy."

A brand has been selected, but shipments have been delayed due to international tariffs.



“It’s frustrating,” Cabana admitted. “But we’re patient. When we do bring makeup in, it has to be perfect.”

The boutique also plans to enhance awareness across Canada through refined marketing, education campaigns, and strategic media outreach.

A Boutique Built on Purpose

At its core, Loshen & Crem is more than a skincare destination. It’s a brand built on purpose, community, and connection.

“Skincare is personal,” said Cabana. “It’s self-care, it’s health, and it’s emotional. Every touchpoint with our customers—whether it’s a facial, an online chat, or a package in the mail—has to feel special.”

And so far, that approach is working. Bookings are full, customers are loyal, and the brand’s reputation continues to grow across Canada.

“Our success comes from never compromising on who we are,” said Witoshynski. “And that’s what will guide us as we grow.”

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