

# LOSHEN & CREM

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Words by: **Myah Juneau**
Photography by: **Fontaine Lewis**

## Putting ethics in aesthetics

The name of the company—the phonetic version of lotion and cream—was chosen by Sarah-Maude Cabana as a nod to her upbringing in Québec, where she first began her career in dermocosmetics and ingredient research.

Unlike many who become interested in aesthetics after struggling with skincare issues, Cabana never had to face those concerns. Her reasons for entering the field were never about beauty but rather the value in having healthy skin, which she learned to achieve through careful research and targeted remedies.

At Loshen & Crem, Cabana's mandate is to steer clear of marketing techniques that make men and women feel insecure about their skin while offering costly solutions that often promise unattainable results. "There is no such thing as a quick fix," she says, urging people to recognize predatory marketing.



Cabana pairs customers with the most effective skincare routine and treatments, taking into consideration essential factors that include daily medication, potential allergies, diet, and lifestyle—elements that aren't always top of mind for new clients. While some brands employ online quizzes to narrow down concerns and treatments, Cabana prefers a more personal approach. Understanding what works and doesn't work for each person is imperative for recommending products or services.

Transparency and sustainability are unyielding values promoted within Loshen & Crem. Cabana encourages her clients to bring their current skincare products to consultations so she can review the ingredients and determine what they like about each product. "Limiting overconsumption starts with using what you have," she says.



One recurring concept Cabana refuses to embrace is anti-aging. "I don't see skincare as beauty but as skin health. How lucky are we to have wrinkles?"

Cabana credits the growing success of Loshen & Crem to the 11 women who make up the team. As founder and creative director, her duty was to find the right people based on their experience, as well as how they interact not only with one another but also with the people who walk through the door. "They lead with their heart," she says with obvious pride. The team supports Cabana by stocking inventory, providing services, and answering online questions, allowing her to work behind the scenes to stay informed on the latest dermocosmetics issues and treatments.

The next step for Cabana is for Loshen & Crem to enter the makeup market. The philosophy will remain the same: find products that meet her unwavering commitment to quality, treat the skin as the vital organ it is, and avoid preying on common insecurities to make a sale.

