



Lady Edwina Poohbottom, of the Londonderriare Poohbottoms was born on August 2, 2019 at Appleberry in Renfrew County, Ontario, Canada. She began her work as an international ambassador later that autumn.

Extremely friendly, open, and curious about others, Her Ladyship was highly regarded by most everyone who met her. She took her ambassadorship very seriously, and actively worked to meet as many people as possible, both two and four-legged. She relished her role as Honorary Mayor of South First Street.

Her Ladyship embraced outdoor living and was very active. While on a hunt, she met with a tragic end Monday, November 7, 2021. Her Ladyship died doing what she loved, chasing squirrels.

The family would like to extend a warm thank you to all of those neighbors who offered help and kind words during this difficult time.

We encourage everyone to slow down, drive carefully, and be mindful. Remember: When motor vehicles are prioritized, life, in all forms, is not. Please choose life. ❤️

# Trait-Carré smells like a winner

BY JOSHUA MALONI

The philosophy behind Trait-Carré isn't complicated.

"It's a real simple concept: If it smells good, you'll find it in my store," owner Matt Villnave said. "It's not any more complicated. There are skin care products, there are lotions, balms, scrubs – but what do they all have in common? They smell good.

"Except for the unscented ones (laughs)."

Villnave, who also owns and operates Lewiston Digital, said, "I've always been into handmade soaps. My wife is more of a Irish Spring-type individual (laughs).

"That's always been more me. I've sought out that kind of stuff. I like more natural products. I've really learned to just ditch chemicals and things like that.

"So, I thought, if we were going to do anything, this could be something I could do; I would get into. I wasn't interested in making soap or candles at this point. There's enough people doing that out there that do a really good job. I just felt I could play a role as kind of a curator, go out there and try new products. If I like them, or I think they're interesting, I'll bring them into the store.

"We'll have our staples, but I'll always be bringing new stuff in as well."

Villnave is the latest retailer to open in the Center Street strip that used to be Olde Time Barber Shop and Sister & Brother clothing store. He joins Lewiston Love, O's Smoke Shop and Revamped New York.

Trait-Carré offers soap, aromatherapy products, various scents, lip balms, Mason jar candles and essential oils.

"We're just keying in on that one sense," Villnave said. "I'm a believer in aromatherapy. I don't think it cures everything like some people do; but I think when it comes to your mental well-being and helping with anxiety issues and things like that, I think it can definitely play a role. You don't have to be an essential oil person to enjoy that, because you can simply use a scented bar of soap



in the morning and start your day off right; or shower steamers.

"And the other thing that I wanted the store to be was just like the concept of simple luxuries. So, everything in here is pretty inexpensive. But it's going to make you feel good. It's going to make your house smell good. It's going to improve your life in just little ways through just one sense. That's kind of the concept, and so we'll just keep rolling in product lines."

Now, it's not that Villnave is anti-commercial soap. It's just that his product line is "scented better, for sure," he said.

"A lot of the soaps are scented with just essential oils, so they don't have that kind of synthetic scent to them," Villnave said. "And that's where you really get like the

therapeutic product qualities out of them. Most of the soaps have shea butter in them, so it's making your skin softer. Some of my soaps, like the charcoal soaps, are meant for specific skin conditions, whether you have rosacea, or just dry skin, or eczema.

"I think just kind of a more luxurious experience in a rather mundane process of taking a shower or a bath. You know, the bath bombs – you can get in a bath without a bath bomb, or you can get in one with a bath bomb. And there are two different experiences.

"I get the convenience, and it's certainly cheaper to go buy some Zest or something, but the soap makers that I work with, most of the soap in here is handmade, really small-batch stuff. They just do a great job of consistent product. They really put a lot of thought into the scent profiles."

Products come from Plant Therapy, Our Own Candle Company, Kingsley Street, P.F. Candle and Pré de Provence.

One of the store's signature features sort of looks like a juice station.

"The soap bar was an idea that I had, and I had seen it elsewhere, but I just wanted to do it a little bit differently," Villnave said of the four large, colorful containers. "The idea is to get people to stop buying a little plastic thing of Dial and then throwing it in the garbage. Just reuse – come in here and fill it up.

"I've tried to make it very inexpensive. It's a just all vegan, all organic Castile soap. It's very versatile. I'll have a constantly changing selection of scents. I sell containers here, and people bring in their own containers that they purchase, as well, just to fill it up. I just sell it by the ounce."

On Small Business Saturday, "We're going to be running 10% off the whole store, and we're going to have some additional promotions on essential oils and diffusers, because we feel like those products would make really good gifts," Villnave said. "We'll probably do a few other things. ... We'll try to do some more bundles, too, and some kind of gift sets."

Trait-Carré is located at 480 Center St. Visit [www.trait-carre.com](http://www.trait-carre.com). Stop in, shop, and ask Matt about the story behind the store's name.

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