

A photograph of Cheryl Tiegs, a blonde woman with bangs, wearing a bright pink long-sleeved top and grey pants. She is sitting on a black bar stool at a dark, polished Cambria quartz countertop in a kitchen. The countertop is highly reflective, showing the woman and the surrounding environment. In the background, there are windows with plants on the sill and a kitchen cabinet with a window. The overall atmosphere is bright and clean.

# Rock Solid BEAUTY

Cheryl Tiegs chose Cambria quartz because of its gorgeous looks — and eco-awareness

By Patrick Tivy

Home is where the heart is — even for Cheryl Tiegs, the original celebrity supermodel. Her girl-next-door good looks have adorned the covers of dozens of magazines for more than 40 years. Even now, at 62, she's still a knockout cover girl. And despite the glamour of her modeling career — and her fabulous home near Los Angeles — she's a remarkably practical and down-to-earth individual. In many ways, deep down she's still the girl who was raised on a Minnesota farm that had no electricity.

“We had no running water,” she says. “There was a pump in the kitchen. I’ll never forget the taste of that water. It’s hard work being a farmer, but as a kid it’s great.”

The family left the farm and moved to California when she was five. Lately, however, she's renewed her ties with her former home state. She's now the official spokesperson for Cambria, the Minnesota-based manufacturer of quartz products. She's brought a lively sense of high fashion to the Cambria line of countertops and flooring.

She's learned first-hand what a difference Cambria quartz can make. Her Balinese-styled home high in the hills near Los Angeles is designed for relaxing. Trouble was, the pretty Italian tiles on the kitchen counters and on the floor were a constant headache. They were beautiful when they were clean, but they soaked up stains and ended up looking just plain dirty.

Cleaning them became an impossible chore. She even hired an industrial cleaning firm to scrub out the stains and reseal the surface of the tiles. But the cost — around \$3,000 a cleaning — and the harsh chemicals used to seal them, made it more of a hassle than it was worth. "I didn't want to end up a slave to my floors and counters, but that was exactly what was happening," she says.

A close friend, interior designer Martyn Lawrence-Bullard, recommended she replace the tiles with quartz — which is non-porous and resists stains. And, of course, Cambria was the natural choice because of the Minnesota connection. Before she agreed to work with the company, though, she toured Cambria's production facility and was impressed that every drop of wastewater is recycled back into the quartz production process.

Cheryl was environmentally conscious long before it became "trendy," and has gained national attention for her eco-advocacy. "The real turning point in my decision to become a Cambria partner," she says, "was understanding the company's commitment to the environment."

That eco-awareness is part of daily life for Cheryl, so when the Cambria flooring and countertops were installed, she made sure that the old Italian tiles were carefully removed one by one, so they could be reused elsewhere. "We're not a throwaway society anymore," she says, "and that's how it should be." ■

CambriaCanada.com



Cheryl with BILD CEO Stephen Dupuis.

## Raising \$20,000 for Habitat for Humanity

Since she began representing Cambria's quartz products, Cheryl Tiegs has become a frequent visitor to the GTA.

"I love Toronto," she says. "I like the people very much. I see it's historical, and yet it's not mired down in history — it's also fun and happening."

On her last visit here she couldn't resist the temptation of a street vendor's hot dog. "I don't remember the last time — or, if ever — I've gotten a hot dog on the street," she exclaimed. "It's fantastic!"

On that visit Cheryl was a guest of honour at the Party for Humanity held by the Building Industry and Land Development Association (BILD), and shared emcee duties with BILD President and CEO Stephen Dupuis. Cheryl's appearance at the gala event helped BILD to raise more than \$20,000 for Habitat for Humanity Toronto.