

# CALGARY HERALD

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mix | best of life EVERY WEEK, WE PICK THE HOTTEST "IT" IDEAS FROM THE BEST THAT LIFE HAS TO OFFER.

## INDULGE IT Less is more

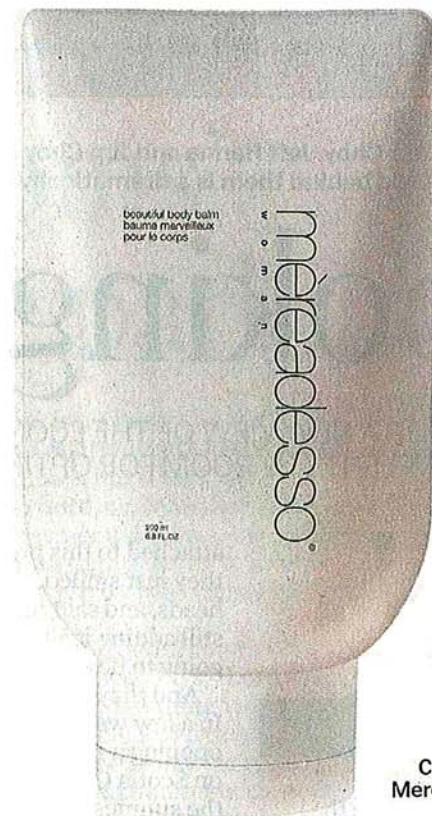
Streamline your skin care routine with a gorgeous new body balm from Toronto-based beauty brand Mereadesso Woman. Beautiful Body Balm is a rich blend of eight vitamins and minerals and 28 botanical extracts. It's meant to replace the array of hand, foot and body lotions cluttering your bathroom and is suitable for men and women of all ages and skin types, says its inventor Linda Stephenson. This is the company's third product, in keeping with the philosophy of less is more. Mereadesso's other two products, a cleanser and an aloe-based toning gel form the abbreviated luxury skin-care line launched in 2008.

"The modern woman just doesn't have time. We're pulled in a million directions. We

don't have time for 16 steps to beauty," says Stephenson, a former cosmetics industry executive (Mary Kay Cosmetics, MAC, Estee Lauder) with degrees in chemistry and botany, who hunts down the purest sources possible for her formulations. The body balm is non-greasy, fast absorbing and leaves your skin perfectly moisturized. And it smells divine, with a citrusy-herbal aroma that dissipates quickly so it won't compete with your favourite scent.

The catch? It's very pricey — an astonishing \$54 for a 200-mL bottle that's supposed to last six to eight weeks — and it's only sold online at mereadesso.com. (Stephenson says she is looking for a retail outlet to better serve her fans here in Calgary.)

— Valerie Berenyi, Calgary Herald



Courtesy,  
Mereadesso