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the mèreadesso woman

Waheeda Harris

Businesswoman Linda Stephenson has worked in the world of beauty for 20 years, so when she decided to create her own brand - Mèreadesso Woman - she used her experience and intuition to create a beauty line that is focused on helping all women simplify their daily routine.

L&F - What does Mèreadesso mean?

LS - It's a combination of mother, now, woman. When I think of women, I think of multitasking and elegance, which is what I wanted my company to represent.

L&F - Tell us about how you came to create Mèreadesso Woman.

LS - I was born and raised in the beauty professional environment but I felt when I created my own company, I would do it differently than what I had experienced. I think a lot of women are product junkies, but as a working Mom, I don't have the time for all the steps that women are encouraged to do every day. As a chemist and botanist for years at Estee Lauder and MAC, I was exposed to a lot of different ingredients, which helped me when I decided to write my own formula and combine all these ingredients, instead of focusing on just one.

L&F - What makes Mèreadesso Woman distinct?

LS - I'm not about upselling. For me next new product is not the key. There are 100 different products positioned for specific issues, different kinds of skin, different ages, different problems. It's frustrating for consumers and there is confusion about what to buy. There aren't as many retail sales people who are educated to answer questions from consumers, so women come home with a huge shopping basket and get frustrated. The psychological effect and the extra time is a detriment to women.

L&F - Tell us about the product.

LS - The Mèreadesso Woman face and neck toning gel came out my creation of the Mèreadesso Woman body toning cream. I did a test market with a group of women in Switzerland and the feedback was that they were using the body lotion on their face! This led me to focus on creating a face and neck toning gel. It's an aloe-based formula with antioxidants, vitamins, minerals, enzymes and botanical extracts for the skin. There's a subtle fragrance and both the face and body crème are to be used sparingly. The more the product is used, the better your skin becomes. Some of the ingredients are grape seed oil, vitamin E, magnesium, cucumber fruit extract. Using my knowledge as a world traveller with a beauty background helped me formulate a unique product.

L&F - Why did you create the product?

LS - It's a combination of old world knowledge and new world technology. Since my focus is to make a woman's life simpler, the products are formulated to combine a lot of different ingredients and eventually erase the need for serum, primers, day cream, night cream and treatments. I've also worked with makeup artists and estheticians in testing the product with customers and getting feedback from a wide range of women.

L&F - What's next for Mèreadesso Woman?

LS - I want to introduce two products a year that will compliment the existing products. I'm working on a body cleanser and if there are new ingredients that present themselves, we'll incorporate them with our existing list of natural ingredients. **L&F**

