



SKIN-CARE LINE MÈREADESSO KEEPS THINGS PURE AND SIMPLE - AND MADE IN CANADA

BY JANET WILSON APR 11, 2014 IN FASHION

If your bathroom vanity is crammed with eye creams, primers, toners, serums and day and night creams, then Linda Stephenson is ready to lighten your load.

The founder of Mèreadesso, a Toronto-based unisex skin-care line, doesn't want people to get into a lather over their beauty regimen. She also says Botox isn't necessary once you've tried her products. Her company offers a one-step program that's chock-full of natural vitamins, minerals and antioxidants that works wonders on fine lines.

The former cosmetics executive worked for the likes of Mary Kay, MAC Cosmetics and Estée Lauder in product development and helped the companies expand internationally.

"There is such a proliferation of products on the market right now. It's like everyone has lost all clarity and common sense. Our world is so fast-paced that women don't want to have to put on several different creams. When I became a mom in 2002, I stopped by the drugstore to pick up some toothpaste and was overwhelmed by the choices."

With a degree in biology, botany and chemistry and 27 years in the beauty business, Stephenson was determined to create a line that was effective and easy to manage.

"Forty years ago, you couldn't scientifically combine certain ingredients together, so you'd have to layer in steps. Now, we can mix things together and have them remain stable. There is a logic to a line, a technological thread that is beneficial."

Her company name is made up of two words: "mère," for mother in French and "adesso," which means now in Italian. Stephenson describes her products as a "buffet for your skin" with 28 different antioxidants and healing properties.



The Mèreadesso skin-care line boasts antioxidants and healing properties. Photo by Julie Oliver, The Ottawa Citizen