

#SKINSHELFIE



Jasmine Boadi

The founder of the Ghanaian-inspired candle brand Mefiye takes us inside her daily routine – and shares her skincare and make-up must-haves



THE EXPERT
Jasmine Boadi, 31,
founder of Mefiye

A typical day

My alarm goes off at 5.30am. I start the day with a mug of hot water and lemon before lighting my Mefiye Dua candle and doing some yoga or Pilates. Next, I'll listen to a podcast or audiobook while I shower, complete my skincare routine and get dressed. Breakfast is overnight oats, turmeric and ginger shots, chaga mushroom tea and supplements including vitamins B, D3 and K2, zinc, omega-3 and probiotics. By 7am, I'm at my laptop; I'll respond to emails about product development and strategy before heading to the office at 8.15am. I tackle my most challenging work in the mornings and schedule meetings for the early afternoon. Lunch is a plant-packed bowl, followed by a few chocolate-covered stuffed dates. By 6.30pm, I'm home and I take time to decompress. Unless I have an event, I'll eat dinner at 7pm and wind down with relaxing music, candles (the Mefiye 91 is a favourite) and a herbal tea before a shower and bed.

Skincare philosophy

As well as building a solid skincare routine, I've found that my skin looks its best when I'm well rested, eating nutrient-rich foods, exercising and prioritising my mental health.

Skincare non-negotiable

I never go to bed without cleansing. No matter how tired I am or how late it is, I'll find the energy to remove my make-up, then ensure I follow up with my morning routine afterwards.

Main skincare concern

Hyperpigmentation, especially after suffering with cystic acne for so long in my twenties. I tend to prioritise products that target blemishes and discolouration while improving my overall complexion.

Day

01 MEDIK8 PRESS AND GLOW TONER, £28

I've been using this toner for years – it's gentle on my skin and it keeps it looking smooth and glowy. I know it works because whenever I run out of it and don't have a refill on standby, my skin looks lacklustre.

02 GLOSSIER INVISIBLE SHIELD, £20

Protection against UV rays is key. Happily, this is one of the few sun creams I've tried that doesn't leave a grey or white cast on my skin or make me look greasy.

03 SUNDAY RILEY GOOD GENES GLYCOLIC ACID TREATMENT, £70

This serum really does what it says on the tin. I'll either use it before my moisturiser or apply a little more to my skin and leave on as a mask for about 10 minutes before rinsing off.

Night

04 DR BARBARA STURM DARKER SKIN TONES ENZYME CLEANSER, £55

Another staple; I use this a few nights a week. I love how water activates the powder, making a foam. I leave it on while I brush my teeth and rinse off to reveal luminous skin.

05 EMBRYOLISSE LAIT-CRÈME CONCENTRÉ MOISTURISER, £20

I use this at the end of my evening routine, especially when my skin needs a little extra nourishment – during winter or after applying too many actives. It's rich, but not too greasy or thick. A little goes a long way and it's been an essential in my collection for years.

06 MEDIK8 R-RETINOATE INTENSE, £229

I've been using Medik8's Crystal Retinal products for a while, but I recently switched to this. I added a number of anti-ageing products into my routine just before entering my thirties, and this one has continued to keep my mild forehead lines at bay and my complexion looking even, without any dryness or flaking.

Signature scent

07 MEFIYE YAWA CANDLE, £30

I collect fragrances and rotate between them depending on everything from my mood to where I am to the season and the weather. But my signature scent is the Yawa candle. It's a beautifully creamy, floral blend – with notes of jasmine, vanilla, musk and cedarwood – that feels warming, luxurious, romantic even – both before and after burning.

Mood-boosting make-up

08 GLOSSIER BROW FLICK, £15

I swear by this product. It's easy to use and gives just the right amount of colour, as it's not too heavy or watery. It gives real structure to my brows – and when my eyebrows look great, my other make-up just seems to fall into place.

09 HOURGLASS CAUTION EXTREME LASH MASCARA, £30

This mascara makes my lashes look unreal. It does exactly what an excellent mascara should do, adding length and volume without flaking or clumping. I also find the applicator simple yet effective to use – so many mascaras have complicated brushes for no reason.

10 DIOR ADDICT LIP GLOW OIL IN 001 PINK, £32

For me, this is the perfect everyday lip product: super glossy (my preferred look) and hydrating enough so as not to need multiple applications throughout the day. It also leaves a beautiful, subtle tint to my lips, removing the need for a separate lip colour. **WTS**