

empowerment

STANDIN
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BY *Belinda
Hellyer*

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VATION

It is like having a bath on the inside!

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The tea

is so delicate and pure, an elixir of the gods. As I drink it I feel the loveliest relaxing trickle of warm niceness down the back of my neck and feel somehow enlightened. It is elegant, a little romantic and so delicious.

Belinda on her tea

STANDING OVATION

Talking from her Adelaide home, tea maker Belinda walks the talk, sipping from a cup while reminiscing over the last five years of business growth. “*I remember building my website at the kitchen table, feeding my baby at the same time. I look back and think, I don’t know how I actually did it!*” From the kitchen table five years ago to now, where her gloriously creative teas are flying off the shelf, from both stockists and from her online store. Brewed by Belinda creates tea that revels in the deep history of tea making while disrupting the perhaps crowded market.

With a background in creative arts, Belinda’s built a tea brand that not only celebrates the mindful ritual of tea, but the theatrics as well. “I’m coming at it (making tea) from a place of creating feelings and experiences through tea. Along with, of course, the knowledge and benefits of herbs.” Belinda often draws from her previous life in the arts to directly inform her process. “Many of the blends were created in response to some of the things I experienced through my time in the arts.



You

**CAN NEVER GET
A CUP OF TEA
LARGE ENOUGH
OR A BOOK
LONG ENOUGH
TO SUIT ME**

- C.S LEWIS -

empowerment

'Opening Night Nerves,'

A BLEND OF SOOTHING HERBS AND WILDFLOWERS TO CALM AND CENTRE YOU LIKE A FEW DEEP BREATHS.

From the stage to behind the scenes roles, Belinda has spent years honing her craft. And now it's time for the tea to take centre stage with her new blend, Standing Ovation which supports both physical health and mindful moments. Supporting the heart, activating circulation and fighting hypertension are just a few of the many benefits. "For those who enjoy my tea, I hope they experience Standing Ovation as a special everyday celebration of all that they are and their personal achievements, no matter how big or small. It is the little pat on the back that everyone deserves.



*We are all amazing and deserve
to be celebrated
every
single day."*

== BREWED BY ==
BELINDA

*There are few hours
in life more agreeable
than the hour dedicated
to the ceremony known
as afternoon tea*

- HENRY JAMES -



The fifth anniversary

a time to reflect on achievements and growth but also to look ahead.

With the current climate also impacting the timing of projects in the pipeline, it's cemented the importance of taking up opportunities, planning and diversifying.

"I've learnt that diversifying is important. I have several streams to my business (retail, wholesale, tea making workshops and custom blending services). The custom blending is a new area for me and the public interest is exciting!

"I think people love the idea that they can get a blend uniquely made for themselves or their business!"

Belinda

creative mind is one that seemingly never stops. This will, of course, keep her and her delicious teas ahead of the game. But this very same tea will force her to pause occasionally and enjoy the moment.

"It makes me feel like I am having a bath on the inside – it is cleansing, clarifying and so very healthy. It makes me stop, it forces me to enjoy a mindful moment as I brew the leaves, a moment of calm in the chaos of life. It makes me feel happy."

== BREWED BY ==

BELINDA