BRAND REVIEW | 品牌故事











沉浸异域芬芳

这不是一次简单的面部护理,而是一趟徜徉草本芳香王国的曼妙旅途,且功效卓越。Richard Williams文

程前,我与Medina Organics皮肤护理中心的创始人Medina聊了一会儿,这让我更好的了解了他们所使用的产品以及疗愈理念。Medina在新西兰出生,带有一点吉卜赛人血统,巴哈伊信仰中长大。她的童年梦想中也因此充满了中东奇幻色彩,比如大漠商旅、丝绸之路、地中海沙滩、香料市场。成年后的Medina成为了一名理疗师,获得芳疗执照,通过国际美容及整体治疗联盟、英国国际护理专业考试局的考试,研习了自然疗法,并最终创建了Medina Organics。

疗程中使用的并非芳疗大牌,而是一系列独立研发的护肤产品——原生态成分、手工制作、传统工艺蒸馏,完全纯正。Medina崇尚可持续发展和天然有机理念,她认为,手工采摘、制作的产品中凝聚了"爱"的成分。她所选择的是当地村庄里妇女们亲手采摘和处理的植物原料,Medina坚信这会为品牌加注女性能量。

这次护理真真是一趟芳香旅程, Medina 也承认自己沉迷于散发芳香的天然成分。于 是我有幸体能够体验到红茶、石榴、玫瑰、藏红花交织而成的面部护理霜; 手工收割的 芦荟与粉色莲花融会而成的面部精华; 伊朗 石榴萃取成分与植物透明质酸打造的面部护 理油……

我已然沉醉于充满异域风情的商贸之旅中,摩洛哥的露天广场、土耳其的经典hammam、突尼斯的茶室、库尔德斯坦的玫瑰、中东的精油和琥珀,一帧帧画面在我的脑海中播放着。而这些正是Medina产品的来源。

我们两个一致同意、补水保湿非常重要。生活在热带气候地区的我,每天出门必定会带上保湿纯露,家里的冰箱里也常年备着不止一瓶。Medina家的纯露由手工采摘的植物萃取制作而成。

这不是属于那类适合睡觉的疗程,不然的话就会错过迷人的芳香和保湿乳液涂在肌肤上的愉悦质感了。整个过程里,Medina多次使用了保湿纯露,为肌肤持续补水,促进产品的吸收,同时也不断地唤醒着我的感官。我接受过很多次面部护理,如果能碰到手法稳定、力度到位的理疗师是件很难得的

事情,因为这意味着你将能确实看到面部提升的效果,而在Medina这里我确实体验到了。疗程后整个面部感受到很紧致,特别是下颌部位。Medina把这个疗程比喻成"面部瑜伽"。

我的面部肌肤可以更自由的呼吸,变得水润而富有光泽。我问Medina,她想让客人更为关注的是护理的过程还是最终的结果? Medina说,结果是更重要的,她希望客人的需求可以切实被满足,作为一名理疗师,提供富有成效的体验是最为关键的。

谁能想象,在吉斯伯恩这个我所长大的 小镇上,沧桑的殖民建筑内,蓝色跳跃的房 间里,一场面部护理带我游历到了绮丽的异 国他乡,回味悠长。

*Medina Facebook: Medina Organic Skin Care

2021年1月1日到5月30日,在etsy.com购买两件及以上Medina的产品,可享受85 折优惠。网址链接:https://www.etsy. com/nz/shop/medinaorganic?coupon=15 PERCENTSAVING。

An Exotic Facial Journey in Medina Organics

It's not merely a facial treatment, but an exotic journey, with remarkable effects. By Richard Williams





alking to Medina, the founder of Medina Organics before my facial, gives me an insight into the product range and her philosophy. Medina was born in New Zealand with a bit of Roma Gypsy DNA and raised in the Ba'hai Faith. So, this comes as no surprise then, that her childhood dreams were instilled with Middle Eastern magic and Magi, the desert caravanserai, the silk route, Mediterranean beaches, and spice markets. Later Medina would find her career as an aesthetician, with an aromatherapy, CIBTAC, ITEC and natural therapies background and eventually develop Medina Organics.

This is not an aromatherapy product line, but a range of skincare individually formulated. Crafted ingredients used from the source, traditionally hand distilled, raw and authentic and bought from the best. Medina seeks sustainability with natural organics that are all picked, peeled, produced by hand, believing this process instils love. She chooses ingredients that are empowering women in villages that pick and process the botanicals, and she believes therein lies the Goddess energy that fuels her brand.

These products and this facial is most definitely a scentual experience as Medina admits to her obsession with fragrance and natural ingredients. Imagine black tea, pomegranate, rose and saffron, face treatment cream. Handpicked and harvested aloe vera, Hero products such as the Pink Lotus face serum, Iranian pomegranate oil in the Midnight Face Oil and utilizing botanical hyaluronic acids.

I am already enchanted by the story, imagining a Moroccan souk, a Turkish hammam, Tunisian tea houses, Kurdistan roses and Middle Eastern attars and ambers. This tapestry of botanical trade routes provide Medina with the ingredients to craft her range.

One point we agree very strongly on is hydration, hydration, hydration. Personally, I am particularly fond of hydrosols, and living in a tropical climate, I use them constantly through the day and confess to keeping more than one at hand in my refrigerator! Medina's beautiful hydrosols are made from wild hand-picked botanicals.

This is not a facial to snooze off on, otherwise you will miss the feeling of the unctuous hydrating lotions and captivating aromas. I noticed that Medina used the hydrosols quite regularly during the treatment to constantly moisten the skin, or the product used and to hydrate further and awaken the senses. I am always pleasantly surprised if a facial massage is firm and this sequence was lifting and toning. I felt a noticeable tightening especially around the jawline. Medina likened the facial massage to "yoga facial fitness".

Post-treatment my skin felt great, it felt like it could breathe easier if that makes sense; hydrated and bright. I asked Medina if the treatment as a whole was more the journey or the destination. She said that it's still about the end result, a "gate to plate" intention, and as an aesthetician, very much creating a results-driven experience.

Who would have guessed that in this small town called Gisborne in New Zealand where I was raised, in a delightful midnight blue room of a historical colonial building, I would find this exotic facial skincare journey, I certainly look forward to returning to this Medina!

*Find Medina on Facebook at Medina Organic Skin Care



Richard Williams Richard Williams是常驻 巴厘岛的水疗顾问,在 水疗行业已积累了24年 的丰富经验,曾为奇瓦 颂、曼谷和上海的半岛酒

店提供水疗服务,并与AWLake.Design水疗公司共同负责亚洲五星级酒店项目,后建立了自己的水疗顾问公司6Degrees Spa Consulting。Richard是斯坦德大学巴厘校区的特邀讲师,主讲水疗开业筹备、概念开发与运营管理方面的知识。

Richard Williams is a freelance spa consultant based in Bali, Indonesia with some 24 years plus, in the spa and wellness industry. He has worked for Chivasom and The Peninsula Hotels in Bangkok and Shanghai, managed a wellness resort in Bali, worked with AWLake.Design before opening his own company 6Degrees Spa Consulting. He mentors spa teams for two eco-resort private islands and lectures at Stenden University Bali Campus on Spa openings, Concept and Spa Business Development.

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