

behind the scenes

delicious!

writer **Michaela Tam**

Bringing a 'gourmet' element to the world of beauty, Shanghai-based wellness company Delicious! boasts an enticing product and treatment menu that has ripened from years of experimentation with natural ingredients. With a fresh, all-natural approach to skincare, Delicious! is bringing alluring made-to-order products and luxurious revitalising treatments to doorsteps all over the busy urban metropolis.

olya eastman has nursed a desire to establish her own wellness company for as long as she can remember. With an innate passion for alternative therapies and a lifelong interest in natural ingredients, the former recruitment manager was simply waiting for the right moment to switch to her enduring business idea. "All my life I have studied, researched and tried different ingredients to use for skincare and wellness. I used to mix ingredients together to make my own blends long before I created Delicious!," she recalls.

After giving birth to her daughter in 2009, Olya decided it was time to set the ball in motion and launched Delicious! in 2010. "I felt it was a great time for a totally new challenge and full-time dedication to my biggest passion," she enthuses. Enlisting the help of her mother, Olya went about formulating the product line. "My grandmother was a natural healer, so my mother has passed down some of her secrets and traditions when it comes to combining ingredients," she explains. "She has also been a great source of moral support encouraging me to follow my heart and do something bold."

Using herself, friends and family as guinea pigs, Olga experimented with various natural ingredients to hone her recipes. "For the past 18 months I have focused on perfecting my treatments and products so that they are really something special," Olya maintains. "Once I was satisfied with my treatments, last fall I began research and development on my fresh, natural, 'foodie' product line that could complement my skin nutrition sessions."

The brand's made-to-order products include artisanal body scrubs, gourmet body

butters and aromatic oils. Fresh Delicious! treatments such as aromatherapy peels, natural exfoliation scrubs and herbal infusion washes are also available. "I get very involved in the product development stage, and am very hands-on when it comes to experimenting with new formulations," Olya proclaims.

Collaborating with Shanghai's URBN Hotel last Spring to make signature treatments for guests, Olya admits that each journey begins with a single step. "Last year



we launched our Four Seasons skincare menu that we have delivered direct to peoples' homes in Shanghai via catering. We'll be putting the finishing touches on our fresh products this year and looking into the most effective channels to roll them out."

With the vision to empower customers to look better, feel better and enjoy healthier skin, Olya has sourced the finest natural ingredients from around the world, ensuring none of the products contain chemicals or preservatives. "I find that natural ingredients have their own energy, which is passed to us. That is why treatments and products with fresh botanicals are so energising and revitalising. Many of my customers have mentioned

that their skin feels so "awake" or "alive" after a single session," Olya reveals.

With the taglines 'food for your skin' and 'fresh gourmet skincare,' the Delicious! range of ingredients may well be misinterpreted for a chef's grocery list with the latest collection incorporating avocado, pomegranate, and cinnamon to name a few. The beauty brand also has an extremely garden-fresh approach to its recipes with Olya illustrating, "My treatments and products are made fresh to order, much like a restaurant where ingredients are sourced daily as required and combined to make a wonderful dish."

Following seasonally inspired product lines, Olya describes the production process, "Each season I assess the needs of the skin and body in general and identify ingredients for that particular season." Aspiring to preserve as much texture, aroma and essence as possible from the original source, each Delicious! elixir is hand-blended in Shanghai and cold processed to deliver maximum healing potential for the skin. "Raw, live and cold-processed ingredients penetrate deeper and are better absorbed by the skin, they strengthen cells and nourish the epidermis," Olya advocates.

Possessing a unique view on food physics Delicious! is bound to open the worlds' eyes to more natural approaches to beauty and wellness, "With fresh natural treatments and products, I hope to give people a healthy supplement to boost their skin, gently detox, polish and nourish it with some powerful essences, antioxidants, enzymes and minerals, from source to skin surface."

www.delicious-skin.com 