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**Meet Madlaina – the Mind Behind  
FEUERSTEIN ESSENTIALS  
SWITZERLAND**



White Line Hotels™ collaborator [Feuerstein Essentials Switzerland](#) was born out of a love for nature and family tradition. Founder Madlaina Feuerstein has created a line of naturally based beauty products that restore the mind and body with the healing power of her native Switzerland. Ancestral inspiration comes through in every aspect of the products: from the simple design of the packaging to the use of Swiss certified organic herbs.

Feuerstein Essentials Switzerland is special, not only because they use regional plants and materials, but also because the products are still partially crafted by hand. Packaging can be easily reused or recycled, and it should go without saying that there is no animal testing. To develop the products they've combined centuries old knowledge with the newest developments in cosmetic research. Imbued with a deep appreciation of the Swiss landscape

and local knowledge, Feuerstein Essentials Switzerland puts it best when they say “Our best teacher is nature.”





**How was the concept for Feuerstein Essentials Switzerland born?**

*Madlaina: The tradition of our family, which has been involved with nature for generations, has always been an endless source of inspiration and motivation for me. It was my bond to the family history that triggered the idea of combining the knowledge and creativity of our ancestors with present day insight and cosmetics research to develop sensual products.*

**“Suddenly something within us sings and swings. A wondrous longing for the forest and the mountains, for solitude and peace.” This is a wonderful quote from your grandfather, Domenic Feuerstein, who was an author and accomplished nature photographer. Can you tell us a bit more about how he inspired Feuerstein Essentials?**

*Madlaina: My grandfather understood how to objectively analyze the laws of nature and simultaneously reveal the beauty of its soul in his touching photographs and texts. The rich treasure of his knowledge about nature and its connections began to impress and influence us in our childhood. The magic of his book and photographs was, so to speak, the guideline for*

*the design of Feuerstein Essentials Switzerland. This magic continues to shape the development of the company today.*

**What makes Feuerstein Essentials Switzerland different from other companies?**

*Madlaina: It combines nature with modernity and science with sensuality and – what is very important to me – poetry and our love of detail.*

**How have you grown?**

*Madlaina: In the first phase our range was a few toiletries and accessories for the home and soul (such as scented pillows and candles). The response for the care products from the start was great and motivated us to expand our product range to personal care, cleaning and skin care. Our customers are primarily four and five star hotels with spas. The first – which is not quite a surprise – was in Engadine. This was later followed by other hotels in Switzerland, Germany and Austria as well as selected day spas and concept stores.*

**Do you see the range of products expanding, for example, to include cosmetics?**

*Madlaina: Our focus is on skin care and wellness products. Our accessories series complements our current offer. We develop our product range gently. Suggestions for new developments often come from our customers – like our newest serum. The new line is created from flowers, including Edelweiss blossoms.*

**What is your philosophy about beauty?**

*Madlaina: Nothing is as beautiful as something that is made with love.*

**Why is it important to Feuerstein Essentials Switzerland to use regional plants and products?**

*Madlaina: It's a reflection of the preciousness of our roots in Engadin, which has an abundance of healing plants, scents and inspirations.*







**What are your favorite scents?**

Madlaina: *Warm and herbal scents united with a hint of patchouli, because it keeps you young.*

**Favourite international destinations?**

Madlaina: *Marrakech*

To find out where you can purchase [Feuerstein Essentials Switzerland](#) and to take a peek at the inspiring list of the flowers, herbs, and natural oils that create the products drop by their [website](#).

Next time you're planning a visit to Zurich base yourself at White Line Hotels™ Edit [Widder Hotel](#) — from there you can walk along the Zürichsee to Madlaina's office.

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