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## The 'Jesus in a Bottle' French Skin-Care Product

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If there were a Hogwarts for beauty, Dr. Allouche would be the Defense Against the Dark Arts teacher always shouting “Constant vigilance!” To him, your skin is a gentle princess who must be protected by a fire-breathing dragon from the free radicals of the world. His skin-care line, Biologique Recherche, offers that protection. At press events, Dr. Allouche is prone to shouting his skin-protectionist sentiments, punctuated by gesticulations and slams of his fist against tables. “Your skin is but a *sandweech* of water and lipids! It must be protected!” he explained at a recent event, smashing his hands together.

Biologique Recherche is the opposite of touchy-feely. It doesn’t talk about healing ingredients or chakras or unity or organics. The packaging looks like something your beauty-obsessed aunt had in the ’80s, with a typeface last seen on floppy disks. And yet the product has inspired a cultlike following, specifically its [P50 lotion](#), which some netizens deem “[Jesus in a Bottle](#).”