

When interviewed about her skin routine by the *New York Times*, the writer [Jill Kargman](#) claimed the product made her look fetuslike and blackhead-free. [Meenal Mistry](#) raved on [Twitter](#) about having used it for ten years. [Makeup artist Gucci Westman](#) enthused about the entire product line to a group of beauty editors, proclaiming it “wonderful” but also admitting that it smells “so, so, so bad.”

P50 does smell very bad. Emily Weiss said it gave her a scent her boyfriend dubbed “[trash face](#).” Westman compared the scent to sour breast milk. It just stinks, not in a smelly-so-good way like blue cheese. And yes, unbelievably, this acrid-smelling, unadulterated, non-perfume additive formula is *French*.

Despite these detriments, the P50 lotion is the hero product of the line and a rare, new beauty category hybrid. It’s an exfoliating toner that neutralizes the PH in your skin, and is made up of lactic acid, witch hazel, and many vitamins. It makes your skin look brighter, cleaner, and clearer — even if you had largely clear skin to begin with. It gives you the kind of skin that makes you consider taking a #nomakeup selfie for the first time in your life. I first saw its effect following a P50-heavy facial at the Core Club administered by Dr. Allouche. In between facial administrations, I took the time to ask Dr. Allouche a few questions about his line’s hero product and what makes it so effective.

People have called P50 “Jesus in a Bottle.” What makes it so effective?

To tell you the truth, I wasn’t aware of such a name for the P50; however, the great popularity of this “potion in a lotion” comes from its effectiveness and extremely quick and long-lasting results.