

Why do we need an exfoliating toner in our beauty routines? Why not just an exfoliating cleanser?

In the early '70s, my father and I tried to build a very consistent approach in respect of our core concept, which is made of respect for the skin structure, while enhancing its most noble function. To protect one's body with integrity, which goes far beyond the mainstream "anti-aging," there is a fully functional epidemic, which I often call "skin reconditioning." This is the essential goal.

In order to achieve it, we need to correct or control several epidermis parameters. [Lotion P50](#) is a cornerstone product of the Biologique Recherche system, and is used to boot several epidermal functions. Exfoliation is definitely an important factor, and P50 provides a large amount of anti-free radicals and several vitamins, as well as a powerful moisturizing agent and sebum controller.

How did the idea for P50 develop?

In the early 1970s, lotions containing strong acids were only available for medical professionals and beauticians. My father felt that those kinds of products were too harsh to be used in the salon environment and nothing was really offered in order to relay those aggressive solutions on an everyday basis that helped the natural exfoliation process while reinforcing the epidermis.

So, the idea of creating a new era of products came to his mind. Early in the year 2000, I reformulated P50 by integrating ingredients that helped fight the new challenges the skin was facing, such as increases of interior and external stresses, and the fact that every single person has experienced or will experience an episode of skin sensitivity. The new [P50](#) that I reformulated is packed with even more anti-oxidants and anti-inflammatory plants. And the exfoliation became milder, as I added polyhydroxy acids to the solution.