

BrandStory

Writer Véronique Lo

Biologique Recherche

Created in France, the skincare company now enjoys global success thanks to its scientific approach

“Trends have nothing to do with Biologique Recherche because the skin does not integrate them in its functions,” Rupert Schmid, co-chairman of the results-driven brand, asserts. And that holds true in today’s world where beauty fads come and go. “The strength of Biologique Recherche is based on our DNA, which has not changed over time. Biologique Recherche is not about the latest ingredients on the market. Every single product that we have created over four decades is still there, alongside our new ones.”

The brainchild of a biologist, physiotherapist and doctor, the French company was created more than 40 years ago with the goal to offer effective formulations to professionals dissatisfied with existing products. Co-founder Dr Philippe Allouche says, “It’s the scientific and medical approach we adopt in our work that makes all the difference. If you think there is such a thing as a ‘simple beauty recipe’, then you are wrong. There are no secrets or ‘magic formulas’. There is just product creation based on complex research work.”

“We draw on a unique network of professionals – doctors, beauticians, nurses, spa therapists, etc – around the globe,” Schmid continues. “Showing true respect for the epidermis’ physiology and rebuilding its capability to regenerate properly and defend itself is our main concern. Our methodology works with the skin, not against it, to help it balance and heal itself.” The result of such an approach is a multitude of products and treatments developed based on a deep understanding of the skin, clinical assessment and decades of research.

Rather than categorising skins as normal, dry and oily, Schmid says our skin’s condition changes throughout the day, month, year and the course of our



lifetime. “Everyone has different ‘skin instants’,” he explains. “Therefore the artificial categorisation of skin provides a poor physiological definition of its various instants and only gives a stationary image of epidermal cosmetic imbalances.” With this in mind, Biologique Recherche professionals are trained to analyse and advise clients on treatments that best suit them at a given time and place, while more than 100 facial products catering to specific ‘skin instants’ have been made available in over 75 countries, allowing for highly personalised treatments.

One of the brand’s latest innovations, La Grande Crème, takes into account how our “genetic heritage expresses itself differently over the course of a lifetime”, as it can be modified by external factors such as pollution, stress and diet. “Epigenetic modifications, unlike mutations affecting the DNA sequence, are reversible. Thanks to a major discovery in the area of cellular reprogramming, we know that it’s possible to not only block ageing in this way, but also rejuvenate cells and reverse DNA damage,”

Schmid explains, adding that it’s now possible to counter cutaneous ageing by repairing negative traits within cells. The new cream uses a peptide called EpigenActive to act on the epidermal growth factor (EGF) receptors, which facilitates regenerating tissues and recycling degraded proteins, tackling all age-related problems such as pigmentation and wrinkles. “La Grand Crème has multiple actions: regenerating, structuring and volumising, firming, as well as having anti-wrinkle, anti-spot and protective properties,” he concludes.

While unwavered by trends, the brand remains agile and “quick to bring the latest scientific research to the market” – La Grand Crème is a prime example. So what can we expect in the second half of the year? Schmid says, “At Biologique Recherche we keep our projects secret until they are available on the market...Sometimes we work on a patent for more than five years. 2018 will be a unique year for new products – you’ll see them in the coming months.” Watch this space!

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