



This New Crème Is The Crème De La
Crème

Cult French beauty brand Biologique Recherche finally debuts its La Grande Crème in Singapore in partnership with Freia Aesthetics

French beauty brand Biologique Recherche is every beauty editor's best kept secret. Its potent formulations are the product of the brand's clinical approach to skincare, investing in cutting-edge research and dedication to quality production. Some may have heard of the brand's legendary P50 toners, which speed up the skin's natural turnover process using chemical exfoliants, and which are coveted by celebrities and beauty gurus alike. The problem with Biologique Recherche's products is that they can be difficult to get your hands on, as the brand only partners with select trusted aesthetic clinics, spas, and dermatologists. It has not been unheard of for beauty junkies to come home with bags full of Biologique Recherche products after a trip to Paris, the brand's home city. But now, all of that is unnecessary, as the brand has partnered with one of Singapore's top aesthetic and facial centres, Freia Aesthetics, to launch its products. And best of all—Freia Aesthetics is also the first in Asia to carry one of Biologique Recherche's most potent potions to date, La Grande Crème.

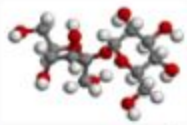
La Grande Crème works based on the discovery that certain ingredients can affect the epigenetic expression of certain genes in human skin cells, blocking cells' ageing and reversing existing damage. Epi-genetics ('epi' meaning over, outside, or around in Greek) is the study of how genes are expressed in the human body based on environmental factors, without alterations to the actual genetic sequence. While the science is complex, scientists divide genetic expression into two: constitutive expression and induced expression. Constitutive expression is the part of the genes that is always expressed, no matter the context, while induced expression is the part of gene expression that only occurs when specific signals are received. This is best illustrated by two identical twins, who may look physically alike, but one looks noticeably older thanks to certain lifestyle choices.



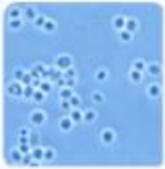
Identical twins, one with greater exposure to sun and smoking. Can you tell which?

Based on this understanding, and research from the Salk Institute, Biologique Recherche formulated La Grande Crème, which supposedly provides signals to alter epigenetic expression within skin cells. It uses both botanical extracts and high-tech ingredients to improve the skin's natural barrier function, strengthen the extracellular matrix of the skin, giving it more structure and firmness, and improves skin cells' survival capabilities. As a result, women who tried La Grande Crème reported that their skin looked younger and more luminous, with a noticeable reduction in fine lines, wrinkles, and pigmentation.

6. PROTECTEUR



Cutaneous protector
oligosaccharide



Pichia Anomala
Extract



Wasabi Extract



Enriched in en δ -
viniferin
grape Extract

5. STRUCTURE ET VOLUME

1. REGENERANT



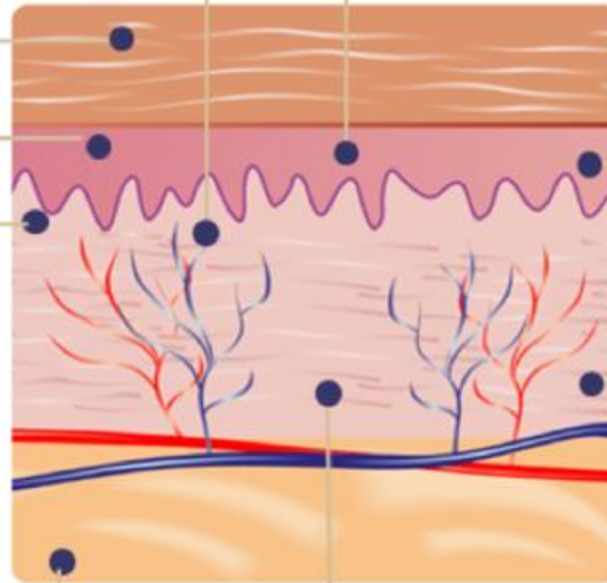
Thistle
Extract



EpigenActiv®



Mimosa
Extract



Epidermis

Dermis

Hypodermis

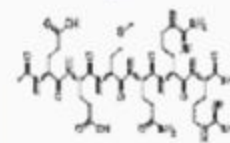
Peony
Extract



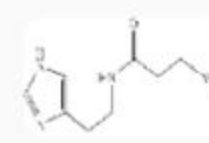
Matrikines
Complex



Myorelax
Peptide



Carcinine



4. ANTI-RIDES

2. ANTI-TACHE



White Tea Extract



Young shoot of
Watercress and
pure Genistein
from soya
extracts

3. RAFFERMISANT

Complex base on
Elderflower, Sweet
chestnuts tree wood
and tropical almond
extracts



All of this scientific talk is very well and good, but how would you know whether or not it actually works? Well, I tried it. I've been a long-time user of Biologique Recherche's P50 toners, masks, and a few serums, but had never experienced the full range of its powers. I then went in to try one of the legendary Biologique Recherche facials at Freia Aesthetics for the first time, and I came out a convert. My skin was plumped and glowing, and my facial contours were significantly sharper thanks to the brand's signature lymphatic drainage facial massage, which Freia's skilled therapists were able to execute expertly. That glow continued for a good long time after, thanks in part to my continual use of La Grande Crème post-facial.

This is in line with my experience with every single Biologique Recherche product I have used, which has always proved itself incredibly efficacious. This, i don't doubt, is due to the brand's cutting out extraneous fragrances and marketing talk. It's why I say it's every beauty editor's best kept secret—only now, it's not as much of a secret anymore. But it's alright—I can now get my Biologique Recherche fix right here at home, so I consider it a win.

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