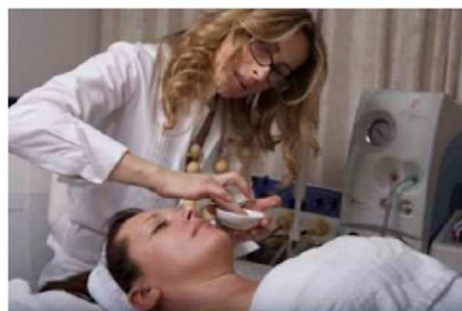


Aida Bicaj: Redefining the Facial

By **Stephanie Ila Silver-Silberstein**

If you've ever wondered why you haven't seen any celebrities sitting next to you in a fluffy white robe in the high-end New York City spa you frequent, it's because they're not there. So, where do these VIP spa-goers actually go? The answer: **Aida Bicaj**. Tucked inconspicuously away on the ground floor of a Park Avenue apartment building on Manhattan's Upper East Side is Aida's private spa. It's also the reason those celebrities age so gracefully (if at all).

Aida doesn't give 'facials', at least not the generic facials you're used to getting at the spa. Aida gives 'treatments'. And while I was certainly able to relax and enjoy the hour and a half experience, in retrospect, this story is probably more suited for the skincare section. Then again, Aida does give one heck of a head and neck massage, so I think it's ok to continue the story.



Aida Bicaj administering her signature treatment

A firm believer in the French approach to skincare, Aida is all about nourishing the skin with active and live ingredients that help the skin balance so it reaches the PH value as close as possible to the PH value we have when we are born. She highly recommends the products by **Biologique Recherche** – in particular, the balancing **Lotion P-50** – and she uses these products at her spa.



If it were up to Aida, oil-free products would be removed from the shelves and...(warning: avert your eyes if you're not good with surprises)...she only recommends sunscreen when you're at the beach or deliberately sunbathing to get tan. Otherwise, stick with a rich moisturizer without SPF. Now, my first reaction to such dermatological blasphemy was to run. But it's hard to do that when a woman with such radiant skin herself (who's not exactly 22 years old) is telling you to do this. You simply become a believer.