

THE BEAUTY BLOG

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SKIN CARE • SPAS

Biologique Recherche's Ambassade de la Beaute

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Biologique Recherche's Ambassade de la Beaute in Paris, France.

Stepping into **Biologique Recherche's Ambassade de la Beaute** off Paris's Champs Élysées, is like entering a decadent, cocooning beauty institute that also flexes medical muscles. The Ambassade, based in a former presidential residence, basks in a glow of warm cossetting luxury—thick peacock-purple carpets and touches of gold—which contrast delicately with well-ordered rows of serums and lotions, which would not look out of place in a doctor's consulting room or traditional apothecary.



Dr. Philippe Allouche, whose parents founded Biologique Recherche.

Biologique Recherche uses the medical clout of trained physician **Dr. Philippe Allouche**, whose parents, Yvan and Josette Allouche, started the company back in the 70s, to ensure products work on the epidermis itself, making the skin function better and meaning results are longer lasting. "The skin is like the roof of a house", Pierre-Louis Delapalme, C.E.O. of Biologique Recherche tells me. "There's no point worrying about the interior and contents if the roof is leaking." Skin is also the only living, renovating organ we have, he notes. By combining medical and cosmetic expertise founded and established by Dr. Yvan Allouche and Josette Allouche create genuinely effective clinical products that help rebuild clearer, firmer, and softer skin.



Left, the plush inside of the Biologique Recherche Ambassade in Paris; right, a treatment room in the Ambassade.

The newest offering is the Super boosted *Re-conditioning and Firming Treatment* for the body, which is a decadent two hours' worth of very fine exfoliating and reflexology-style kneading, pummeling, and massaging, which, as you'd hope, leave the skin smooth, nourished, and fresh.



Biologique Recherche has partnered with Air France and has opened a spa in the Air France Lounge at the Charles de Gaulle Airport in Paris. First-class passengers on Air France flights are pampered with Biologique flight kits. Clockwise from left: slippers, offered to all Biologique fliers; a treatment set for fliers; the Air France Biologique Recherche Spa; an array of Biologique serums used for facial treatments.

Products are blended on a client-by-client basis, meaning you get exactly the right combination for your skin and adjustments can be made for different parts of the body where skin type varies. The buzz here is that they have taken their really thorough, inch-by-inch approach—as used in their facials—and applied it to a body treatment.

Certainly the use of hugely concentrated natural, active ingredients such as Siberian Ginseng root or silk extract mean their entirely French-made products have a raw power that is hard to surpass. Combine this artisanal dedication to their craft with an outstanding professional service and skin that feels and looks healthier, and it's hard to avoid scheduling a repeat booking.

Treatments are available February 2011 at the Ambassade de la Beaute in Paris, and at Biologique Recherche spas and clinics worldwide starting March 2011. Price range: 120–181 euros.

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One of the new body oils used in treatments. The Huile Sous-Ombilicale, which, when massaged into your skin, helps to eliminate toxins from the body and reduce water retention.