

# “The Rose Sheet”<sup>®</sup>

COSMETICS, SKIN CARE AND FRAGRANCES

DECEMBER 6, 2010

Vol. 31, No. 49, p. 14

## Biologique Recherche Expands U.S. Portfolio In Spas

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Paris-based **Biologique Recherche** introduces three new products targeting “imbalanced” skin.

The skin-care products recently launched stateside in spas, joining the range’s line of cleansers, moisturizers, serums and masks.

The company penetrated the U.S. market in 2004, with an introduction in about 40 spas, a move inspired by a growing preference in the region for professional skin care formulas (“*Biologique Recherche Aims For U.S. Expansion In Spas*,” “*The Rose Sheet*,” Aug. 30, 2004).



Crème Dermo-RL (Source: Biologique Recherche)

The new products are Serum Biosensible (\$94 for 0.51 oz.), Crème Dermo-RL (\$150 for 1.7 oz.) and Serum T.E.W.L (\$58 for 0.3 oz. or \$144 for 1.02 oz.).

Serum Biosensible is a “soothing, anti-inflammatory, moisturizing and protective” concentrate featuring cellular kiwi water.

Promoted as a 61.35% concentration of active ingredients, the formula contains kiwi water and hyaluronic acid to moisturize and mimosa, cranberry, curcuma, Canadian hemlock and white tea extracts to protect skin.

The serum also helps to “strengthen the skin and help reduce its sensitivity,” with soothing active ingredients of kudzu extract, witch hazel extract, lipopeptides and polysaccharides.

Crème Dermo-RL is a “complete reconditioning and repairing treatment,” designed to protect skin lipids from oxidization, “one of the biological signs of premature aging,” says the marketer.

The treatment also “works to improve skin’s self-defense system by “fighting against water evaporation, providing moisturizing elements and rebuilding a high-quality cutaneous barrier,” according to the company.

The crème fortifies skin with fatty acids so that it “regains radiance and vitality” while also repairing, restructuring and reconditioning the epidermis.

The formula’s blackcurrant butter, grape seed oil and omega 3-6 complex replenish skin lipids, while hyaluronic acid and sugar derivatives moisturize.

Additionally, active ingredients aimed at protecting skin include walnut extract and cranberry oil, while glycoprotein, barbary fig extract and jojoba oil repair skin.

Biologique Recherche characterizes the final product in the trio, Serum T.E.W.L. (Trans Epidermal Water Loss), as a “genuine lipidic shield.”

The protective and repairing serum creates a film that “maintain[s ] the hydrolipidic film on the skin’s surface” while preventing water evaporation.

Serum T.E.W.L. is “well-suited” for skin exposed to extreme weather conditions of cold and low humidity, the firm says.

The formula replenishes lipids with phytosterols and cholesterol sulfate, repairs with raspberry seed oil and cranberry oil extract, and protects with sea buckthorn berry and seed oil extract, barbary fig and jojoba oil extract and sesame oil.

The French company held a training session in New York City in late October to educate spa professionals about the products. 

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