



SKIN CARE

# Dynamic Dermatology

Report: Pun Watcharaporn Taithongchai

**B: What trend do you see in men's skin care products?**

Men's routine is becoming, through education, more and more sophisticated. In some countries like China, there are fewer differences between individual men's habits than in Europe.

**B: What ingredients do you see emerging or re-emerging?**

We are not so convinced that the "magic bullet" game, as we call it, is key to the achievement of beautiful skin, as there is a lot of marketing "pumping" behind many new ingredients. That being said, key discoveries will be in the area of peptides, stem cells, natural and safe preservatives.

**B: In your opinion, what would be considered a good skin care product?**

A product which is adapted to your individual needs and that shows sustainable results on your skin.



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**B: What trends do you see evolving in skin care products in France and Europe?**

Two majors trends - organic skin care and top-performance, non-invasive treatments.

**B: What do you think is the universal concept of 'beautiful skin?'**

We prefer to use the word "healthy skin," which, in turn, will be beautiful, but with a more natural and long-lasting benefit.

**Do you adapt or change your product line in different regions where Biologique Recherche is present?**

Yes, we adapt our product line in different regions. We use different regimes. This is why we have over 100 products to choose from in order to treat whatever the country, the age, the skin type, the gender, etc.

**How do you feel are the trends in these regions: Europe, Americas and Asia?**

In Europe, there is a growing demand for natural/healthy skin. In the Americas, there is a demand for dramatic results and innovations, such as benefits such as sebum control or anti-wrinkle. In Asia, there is a demand for the moment less of a focus on the specificities of Asian skin. In North America, there is a demand for anti-aging, especially in North America.

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