

GRADUATE OPTIONS

A GUIDE TO GETTING ON THE GRADUATE LADDER
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COLD COMFORT

DIGITAL DYNAMICS

Rude health

Elaine O'Regan

Build better skin

Punish your skin at your peril. This is the warning from Dr Philippe Allouche, chief executive of French skincare company Biologique Recherche.

As Allouche sees it, the skincare regimes followed by many people have the potential to damage the delicate dermis, leaving skin more prone to elemental stress. "The skincare industry is all about peeling and scraping the skin, dermabrasion and lasering," he says. "The core of our brand is about the skin. We want to take care of the skin so that it can regenerate and restore itself, and also provide protection."



Skincare needs a dynamic approach

Allouche sees skin as a defensive shield against environmental elements.

"People underestimate the damage that can be caused by environmental and lifestyle stresses, and it is important not only to have a defence for the skin, but also for the skin to have the opportunity to repair itself," he says.

"Regardless of age or genes, all skin types have to deal with damage-inducing stresses caused by climate and pollution."

Allouche's approach to skincare is influenced by his early career as a clinical doctor. He was fascinated by the efficiency with which damaged skin repaired itself following injury and observed that nutrients and oxidants could reduce recovery times.

Established in France about 30 years ago, Biologique Recherche has researched and formulated its own range of 250 products, each

By James Enright

TanOrganic, the company which received investment during the last series of Dragons' Den, has sales of over €1 million from pharmacies in the first months of trading.

The company, the brainchild of Newbridge entrepreneur Noelle O'Connor, received investment from Dr James Duffy in exchange for a 10 per cent stake in the business.

TanOrganic is the first USDA-certified organic natural, sunless tanning product.

"Even though organic products are normally more expensive, I decided to make it cheaper than the leading competitor brands," said O'Connor.

This approach has been making the product the number one selling tan in Ireland.

On top of pharmaceutical investment the company has received other €500,000-worth of investment as a spray-on tan in Ireland from investors nationwide.

"You never get a second chance to make a first impression," said O'Connor.

"I decided to go on Dragons' Den, not just for the

achieved globally-recognised accreditation as a result. It will be distributed in over 14 countries in 2011.

"For people with a good business idea, I can't recommend Dragons' Den enough. Even if you don't get an investment, the national TV exposure really helps with launching a product or service," said O'Connor.

Applications for the next series of Dragons' Den close on November 28. To apply, visit www.rte.ie/dragonsden.