

VOGUE DAILY

Paris Fashion Week Fix: The Biologique Recherche Facial

by Catherine Piercy

Here is everything you need to know about Biologique Recherche's cultish Parisian spa: Makeup artist **Tom Pecheux**—the backstage force behind the supernaturally fresh faces spotted on runways like **Anthony Vaccarello** and **Balmain** this week—has it on speed dial. “I go at least once a month, and I send the girls there,” says Pecheux, who considers healthy skin an essential starting point for spring's emerging no-makeup makeup trend. “Be careful though. You may fall in love with it.”

A quick trip to the charming three-story space—tucked away in a quiet courtyard just off the Champs-Élysées—proves that there is much to fall in love with indeed. For one thing, every treatment is customized on an appointment-by-appointment basis. “Your skin is not the same today as it will be tomorrow or one week from now,” says company co-owner and CEO **Philippe Allouche**, M.D., who has carried on the straightforward, science-based skin-care principles that his biochemist father, Yvan, established in the early seventies.



Photographed by Greg Giner, Vogue Editorial team



Photo Courtesy: of Biologique Recherche Spa

Extractions are expressly forbidden. “Never!” says Allouche, who prefers to prescribe a regimen of the company's potent botanical-based skin-care products to promote healthy cell turnover and regulate oil production. (“It smells like hell but it works,” he says of the yeast-based, mattifying *Masque Vivant*.)

Massage, on the other hand, is key—of the blissful, sleep-inducing variety, as well as a firm, Shiatsu-like pulsing technique that targets points around the sides of the face and scalp. “We work on the muscle at the points of insertion for lift,” explains Allouche.

When more help is needed, there is also the company's Face Remodeling Machine—a patented microcurrent device that has earned the devotion of an entire black book's worth of fashion editors, models, and designers with its remarkable toning and sculpting effects.

Should you find yourself addicted, there is good news: The company's signature facials are also available by appointment inside Air France's first-class lounge at Charles de Gaulle airport—“It's the best thing before flying,” says Pecheux—and at the Peninsula's rooftop spa in New York.

*Biologique Recherche—Ambassade de la Beauté, 32 Avenue des Champs-Élysées, Paris;
011.33.1.42.25.02.92
biologique-recherche.us*