



Dr. Philippe Allouche

Dottore in medicina interna e biologia delle pelle, Philippe Allouche è a capo della ricerca e innovazione del marchio di lusso Biologique Recherche

“La pelle è un organo” - spiega il Dottor Allouche “le persone la trattano come se fosse un rivestimento di plastica sopra una scatola di cioccolatini quando invece dovrebbero darle la stessa cura che danno al loro cuore e ai loro polmoni”. Figlio di due grandi innovatori nel campo dei trattamenti estetici, è a capo di Biologique Recherche. In questa intervista spiega l'evoluzione della cosmetica, gli errori da non commettere in fatto di pelle e i miti da sfatare

How has the market for skin cosmetics evolved over the past years, what has changed?

“My impression is that, the same as in fashion, there are cycles that follow on within the cosmetics market. Starting from the 1990s, people began to gain a greater awareness with regards to the importance of their own skin. The attention paid to cosmetics in the 1980s had been given, above all, to the tactile sensation of the product and the pleasure of the element rather than on the effectiveness of the treatment or the ingredients. Creams were considered an exercise in style”.

So, what changed?

“The 1990s saw the arrival of a crisis that led people to concentrate a bit less on the exterior. They began to think ‘we are stressed, we have less money and we want to spend that money on getting results and have natural ingredients’. The same trend was evident in fashion, we slowly saw the abandoning of industrial fibres that were replaced with natural ones such as cotton and linen, there was a true need to be on the side of what was authentic and natural. Therefore, at the end of the 1970s and 1980s this new universe began to take shape, with a level of seriousness and method, and in the 1990s it gained force. My impression is that in those years a divide was formed where a need for the real, serious and authentic took two paths: on one hand natural cosmetology, a bit more radical, that led towards a very authentic and very true current, therefore, Ayurvedics, Oriental techniques and a ‘back to roots’ approach; on the other hand there was a more medical oriented cosmetology with a more methodological structure. They are two different paths. These two paths slowly began to veer in different directions but I think that they shall soon meet up. That will be evolution”.

What about the 2000s?

“The 2000s saw the birth of the medi-spa. Injectable collagen disappeared, silicon was slowly, slowly banished. The pharmaceutical industry began creating new molecules: biopolymers, hyaluronic acid, botox, and finally the use of medical lasers for cosmetic purposes. Beauticians, who in their training were already close to the medical world, took a greater interest in medicine, with all of that vocabulary, and saw the arrival of equipment for beauty treatments that made them even more interested. In the 2000s we witnessed an incalculable number of pseudo-medical technologies aimed at beauty treatments arrive such as lasers and infrareds, but as beauticians cannot operate medical equipment similar items were created which could be used by beauticians. Therefore, the divide grew even more between the beauticians that chose to use this pseudo-medical equipment and the beauticians who instead chose to follow natural methods and use cosmeceutics”.

Where is Biologique Recherche positioned?

“My parents were the first to outline the cosmeceutical world. At that time, we are talking about the 1970s, the market offered highly perfumed products, which launched Estée Lauder in Europe, and we presented products that were not very pleasant to see or smell because we did not add anything else except the active ingredients. At the end of the 1970s they were not considered very pleasant products and fifteen years went by before people began to say that we were right. Leading newspapers such as *Le Figaro*, consumers and the press, understood our revolution. Biologique Recherche stands out as an extremely codified company with a scientific seriousness and methodology. It follows a truly clinical approach; from the very beginning we carried out studies on the skin, for both body and face. Today, everyone can carry out skin diagnostics if you like but at that time we were the only ones to do so. This type of medical approach was founded with Biologique Recherche, it is based on a respect for the skin that cannot be violated ever. Any time we may have a product or a component ingredient within a product that is especially strong or aggressive, it is counter-balanced by something bland so that the equilibrium and balance of the components remains the same. And as we are a medical brand, in our family tradition and in the scientific field, but with a human approach to reality, we began to fine-tune a manual methodology as well that we have named *Methodology Biologique Recherche* which is efficient and scientific. It is a manual methodology that can also be transmitted to women: we can teach you how to carry out a drainage on your own, explain that your skin should be touched as little as possible, that you need to avoid heat to your face. I am talking about the epidermis not the dermis. If there has been a lot of talk about the dermis over the years it is because cosmetologists wanted to be like doctors, talk like doctors. That attitude joins the many absurdities: everyone says that active ingredients penetrate while everybody knows that nothing penetrates at all but they all talk rubbish. The dermis and epidermis go together, but the most important thing is the epidermis”.