

VOGUE DAILY

Cult Skin-Care Alert: Biologique Recherche's P50 Toner for Body Arrives in the U.S.

by Catherine Piercy



Photographed by Raymond Meier, Vogue, August 2010

If you happen to be a cultish devotee of Biologique Recherche's P50 exfoliating toner, you may have given serious consideration to the idea of bathing in it already. The gentle retexturizing formula, which produces a mysteriously addictive tingling sensation beneath the skin on contact, has been eradicating pores, smoothing away rough patches, and boosting hydration levels above the neck for more than four decades.



"It's a miracle in a bottle," says New York City facialist **Aida Bicaj**, who uses copious amounts of the lactic acid-, witch hazel-, and vitamin-spiked broth at her Upper East Side skin-care parlor. This month, the Paris-based company introduces their new body-specific formula Stateside—which is good news for Bicaj, who has been using P50 to treat dry, wrinkled elbows, knees, and even calloused feet for years. The slightly tweaked solution has been reformulated for the body's unique pH and contains a higher concentration of antioxidants and vitamins. Bicaj is already using it in her signature exfoliating and lifting treatments and will begin selling the supersize spray bottle (and its 8.4 ounce counterpart) for at-home use. She recommends misting it upward from the feet to the décolletage every day, then slathering a thick antiaging moisturizer, like the company's Crème MSR-H Corps, over it. "You should be treating the skin on your body exactly the same way that you treat the skin on your face," she says firmly. "And don't wait because it's cold out and nobody is seeing your legs. If you start now, you'll be in good shape by spring."