



SKINCARE
Hooked on **NUXE**,
a French success story

DISTRIBUTION
Moscow potential
Warsaw monopoly
Prague inflation
Berlin zeitgeist

INTERVIEW
The man from **AVON**,
Joe Ferreira, talks shops



Forever Choice debuts

The new brand Forever Choice has debuted on the skincare market with three products. This balancing, anti-oxidant skincare line, developed in Switzerland by biologists and specialists in dermocosmetology, combines the essential active ingredients of rosemary and green tea. An exclusive formula claims to neutralize free radicals and oxygen while stimulating the natural production of elastin and collagen. The "Diode" serums for the face have been produced for morning and night use. The manufacturer claims that the serums



restructure the cutaneous matrix through the night and protect the epidermis during the day. Price, 53 euros/\$52. Pulse, an ultra-hydrating, soothing emulsion for the body, provides ongoing rehydration. Price, 40 euros/\$39; while Xenon gel for the arms and bust refreshes, soothes and prevents the appearance of dark spots due to UV rays. Price, 43 euros/\$42. The products roll out in Switzerland from February.

PRODUCT PAGES COORDINATED BY CAROLE LECIERE