

WWD BEAUTY BIZ

A Fairchild Publication

Fall Beauty Forecast

Less Is More: Dollar Stores Hit It Big

Hair's New Power Players

the urban surge

Retail's Newest Darlings Set Their Sights on Beauty



All in the Family

For Ada Polla, skin care is a family affair. The 26-year-old Georgetown University MBA student (and Geneva native) is bringing Alchimie Forever, the skin care line created by her doctor parents, Stateside. Meant to complement peel and laser treatments, the products contain all-natural anti-aging ingredients like blueberry, basil and tomato, and are currently available in high-end dermatologist's offices. The Polla family owns two medical spas in Geneva, where Alchimie Forever was originally launched in 2000. Polla has plans to expand into specialty boutiques in the future, she says, adding the line, priced from \$49 to \$85, is expected to reach \$150,000 in first-year sales.