

March 2004

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**FDA Expands "Mad Cow" Safeguards with Two Final Rules.**  
 On January 29, 2004, 19(1) Secretary Tommy G. Thompson announced several new public health measures to be taken by FDA to protect Americans from exposure to Bovine Spongiform Encephalopathy (BSE) or "mad cow disease" and to prevent the spread of BSE to U.S. cattle.  
 In 2007, FDA issued an animal feed ban, prohibiting the feeding of most mammalian protein to livestock animals, including cattle. Additional safeguards aiming to detect and control importation, including the U.S. cattle population for the purpose of BSE, prohibiting high risk tissue issues from entering the human food supply and strengthening contingency response plan.  
 The two additional measures involve FDA's ban of a wide range of BSE-derived materials from human food, better suppression requirements. FDA will also provide certain currently allowed feeding and manufacturing practices for cattle and other livestock animals. To implement these measures, FDA will publish two separate final rules.



**ICMAD Upcoming Events**

- April 8, 2004  
ICMAD Cosmeceutical Reception  
7:00 - 9:30 PM  
Royal Hotel Casino  
Singapore, Italy
- June 10, 2004  
31st Annual Meeting  
City Avenue for convention  
Battery Gardens  
New York, NY

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# ICMAD MEMBER SPOTLIGHT

## Alchimie Forever LLC



Ada Polla

### Company Beginnings

Alchimie Forever products, from Geneva, Switzerland, are the result of 20+ years of laboratory and clinical experience treating skin and researching the aging process. The line was developed by Drs. Luigi and Barbara Polla. Dr. Luigi Polla, a dermatologist and European leader in the field of cosmetic laser therapy, is an expert on skin aging. Dr. Barbara Polla, a leader in biomedical research on antioxidants and stress proteins, is a specialist in cellular aging. Together, after opening the first fully-integrated medical spa in Europe (Forever Laser Institut), they created Alchimie Forever, a line of face and body products filled with the most powerful combinations of natural antioxidants, including green tea, rosemary, basil, turmeric, blueberries, grape seeds and tomatoes.

The line currently comprises 10 products: 6 for women, 3 for men, and one specialty product, Afterlase, conceived to soothe the skin after laser treatments such as hair or vein removal. The products are moisturizing, smoothing, toning, energizing, renewing, firming, protecting and rejuvenating.

Alchimie Forever products are entirely manufactured in Geneva, Switzerland. The manufacturing chain is monitored by Drs. Luigi and Barbara Polla, from ingredient selection to quality control.

### Company Future

Today, Luigi and Barbara's eldest daughter, Ada, is expanding the family business to the US. In parallel to finishing her MBA at Georgetown University ( Washington DC), she is initiating distribution of the products through high-end cosmetic dermatology offices and medical spas. The products are available online at [www.alchimie-forever.com](http://www.alchimie-forever.com). Internationally, the products are available in Switzerland exclusively at the two Forever Laser Institut locations. Alchimie has been an ICMAD member since 2003. They can be reached at 202-965-1205 or visit them online at [www.alchimie-forever.com](http://www.alchimie-forever.com)

Would you like your company featured here? Just let us know. Fax your request to 847-991-8161 or write us at : ICMAD, 1220 West Northwest Highway, Palatine, IL 60067.

ICMAD represents, educates and fosters the growth and profitability of entrepreneurial companies in the cosmetic and personal care industries worldwide.