



### **Alchimie Forever pursues its expansion**

Since its arrival on the US market in 2004, Swiss niche brand Alchimie Forever has been expanding steadily. The brand is sold in 50 outlets in 16 states, including beauty institutes, dermatologists' and cosmetic surgeons' offices and independent beauty shops. According to Ada Polla, president of Alchimie Forever LLC, the company should reach its turnover goals in the US this year, generating a total of \$150,000. In Switzerland, a new development with the medical community is planned for 2006. Barbara Polla, founder of the brand, reports, "Starting in January 2006 Alchimie Forever will be sold in Paris, in the niche and natural cosmetics space at the Printemps department store." The brand also plans to debut in South Korea and Kazakhstan in the first half of 2006.

In addition, Alchimie Forever is extending its facial care line with Superpulse, a rejuvenating eye contour balm based on jojoba, blueberry, alfalfa and grapeseed extracts and cocoa butter (SFr79/\$69 for 15ml), and Excimer, a radiance-enhancing, purifying foaming gel for the face containing papaya, cucumber and grapefruit extracts (SFr45/\$39 for 200ml). Ada Polla explains, "We are responding to our US clientele's demand for a complete facial care line." With the launch of these two new products in January 2006, the line will comprise 15 skus. To keep pace with its development, Alchimie Forever has named Laboratoire Biologique Arval SA of Sion (Valais Canton, Switzerland) to take over the production of its formulas.

Beatriz de Candolle