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Entrepreneur Alumna Makes Headlines
By Sarabeth Rees, Class of 2005



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Alchimie Forever, a company she started while a student at Georgetown MBA to market and distribute her family's line of Swiss-based skin care products. [More](#)

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Featured in the November issue of *Washingtonian* magazine, Ada Polla (MBA '04) is getting noticed. The recent graduate is the driving force behind Alchimie Forever, a company she started while a student at Georgetown MBA to market and distribute her family's line of Swiss-based skin care products. The company is an off-shoot of a business that Polla and her parents began in 1997 – the Forever Laser Institut of Geneva. Certain that what began as one spa could successfully evolve into a daily skin care product line, Polla went to work.

She took advantage of the Entrepreneurship elective courses and, with the help of her class project team, developed a comprehensive business plan for a company she dubbed "Alchimie Forever." By the time graduation rolled around, Alchimie Forever was already incorporated, and Polla was its president.

"The Georgetown MBA classes were exactly what I needed to move from the idea stage to the real project stage: writing a business plan, and then figuring out how to implement it," said Polla. "And as an entrepreneur, there is nothing I use more on a daily basis than all of the accounting I learned during my first year!"

Now, Polla spends her days working hard to grow the business. Traveling up and down the East and West Coasts of the United States, Polla is becoming a known face – both within the industry and the media.

Polla continues her involvement with Georgetown MBA as an alumna. She recently participated in the Career Management Center's alumni practice interviews to help current students polish their interviewing skills. Polla was also a panelist at the Georgetown Entrepreneurship and Technology Alliance's annual Entrepreneurship Day.