

Forever Young

Skin care continues to target aging consumers with youthful desires and money to spend.



Expanding Favorite Lines

Alchimie Forever, Washington, DC, expanded its 13-sku skin care line with two new products: Superpulse rejuvenating eye balm and Excimer purifying facial cleanser.

Superpulse rejuvenating eye balm was conceived specifically to heal and protect the delicate eye contour area. Jojoba seed oil and cocoa butter add a boost of much-needed moisture, increasing firmness and elasticity. Vascular constrictors contained in blue-

berries are combined with vitamin K derived from natural alfalfa to reduce the appearance of dark under-eye circles, while the antioxidants contained in grape seed extracts alleviate the appearance of skin aging.

Excimer purifying facial cleanser uses natural extracts of papaya to gently exfoliate and leave the skin smooth and radiant, while cucumber soothes the skin and grapefruit rejuvenates. The light, soothing formula helps preserve skin's natural pH balance, leaving skin cleaner and softer.

Alchimie Forever products were developed by cosmetic dermatologist Dr. Luigi Polla and his wife, Dr. Barbara Polla, a leader in biomedical research on cellular aging and anti-aging technologies.

"The idea behind the line," explained Dr. Luigi Polla, "was to enable patients with all skin types to benefit from naturally derived medical-grade skin care without side effects."

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