

WWD BEAUTYBIZ

A Fairchild Publication

**China!
Russia!
Brazil!**
Dispatches
From the



Alchimie Forever

Founded: 2000 in Switzerland

Behind the Brand: Swiss doctors Luigi and Barbara Polla and daughter Ada Polla Tray

Philosophy: Brings together the best of science with the best of nature.

Star Products: Diode 1 & Diode 2 Age Defying Serums, Alexandrite Illuminating and Firming Gel

Price Points: \$39-\$85

Distribution: The Grooming Lounge, b-glowing.com, skinstore.com

2005 Est. Retail Sales: \$500,000