

City Beat, Summer 2007

**CITY
BEAT**
Just in_geneva



◀ FOREVER YOUNG Alchimie Forever is a family affair. The Swiss beauty brand is a joint effort between Barbara Polla, who runs the company, her husband Luigi, Switzerland's leading dermatologist, and her two daughters Ada and Rachel, who are respectively in charge of the American and Swiss markets. Specialized in anti-aging solutions, Alchimie Forever offers exclusive products, many of which spent over 20 years in the research stages before being sold to the public. The company's full range of skincare products for men and women includes anti-aging day and night creams, serums, body lotions, gel moisturizers, masks and much more. All products are manufactured at the Forever Laser Institut in Switzerland and are designed to strengthen, protect and promote healthier, more youthful-looking skin. State-of-the-art skincare treatments, using Alchimie Forever products, are available at the Forever Laser Institut.

For more info, visit www.alchimie-forever.com

> BEFORE YOU TURN 30 Analix Forever has grown to become one of Geneva's leading contemporary art galleries. Specializing in works by artists under 30, Analix Forever highlights avant-garde creations, new media and virtual art. The gallery also functions as a meeting point for artists, a place where young visionaries gather to discuss and argue about art. Many up-and-coming artists have exhibited their work here, and they include Martin Creed, Mat Collishaw, Andreas Angelidakis, Alex Cecchetti, Jessica Diamond, Andrea Mastrovito, Gianni Motti, Nathalie Rebholz, Matt Saunders, Fraser Sharp, Marcello Simeone, Patrick Weidmann and Carlo Zanni.

Analix Forever is at rue de l'Arquebuse, 25, tel. 41.223291709, www.analix-forever.com

