

# A skin-care arsenal

Swiss company tries to keep women, men younger looking

By Linda Miller  
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Americans repeatedly mispronounce the name of the company and they can't relate to the product names.

Other than that, everything's rosy for Alchimie Forever, a Swiss company whose products combine powerful natural antioxidants that promote healthier, younger-looking skin.

Alchimie is pronounced "alsheeme" and all products are named after lasers, such as Excimer, a facial cleanser with papaya, grapefruit and cucumber.

Ada Polla Tray, co-creator of the line, said the names don't come easily for most customers, but it's the results that matter. Her father was the first physician in Europe to bring laser technology from the United States, thus the laser names.

Tray will be at The MakeUp Bar on Saturday to meet with customers, ex-

plain and demonstrate the products and pronounce the names.

Alchimie Forever is not well known in the U.S. outside New York City, Southern California and Washington, D.C., where Tray heads the international distribution. But Tray read about The MakeUp Bar in a publication and each represented what the other wanted.

"We're very niche," Tray said. "Very picky in terms of who we sell to. ... Our goal is not to be in every spa and salon. We really want to be in places that are very skin-care focused."

The product line was introduced in the U.S. in 2004.

With an MBA from Georgetown University, Tray wanted to stay in the states but she also wanted to be involved in the family business, which was the Forever Laser Insitut, a medi-



Ada Polla Tray

See SKIN, Page 13D

## Skin

Continued from Page 1D

cal spa in Geneva, and Alchimie Forever products. The answer: distribute the products internationally.

With competition keen among skin-care companies, Tray knew she would have to work hard. She came armed with advantages.

Switzerland is recognized as a leader in skin care, and one of the company's strengths is that it's 100 percent Swiss, she said. The products also offer a blending of what the skin-care consumer wants today, which are results and anti-aging to maintain youthful skin as long as possible.

Since all active ingredients are plant extracts, the products are gentle and many are preventive rather than being only corrective, she said.

One of the stars of the line is Diode 1+2, two serums layered to maximize the benefits of the antioxidants derived from rosemary and green tea.

Tray said the company pays attention to textures and fragrances. Women will actually put something on their



PHOTO PROVIDED

Some of the Alchimie Forever skin care products. Each product is infused with powerful combinations of antioxidant botanicals.

face that feels bad and smells gross if it works, she said. She shows women prefer a product that feels good and smells good and works, too. That's a slightly more European approach to skin care, she said.

Alchimie Forever offers a dozen products for women and three for men, plus a couple that can be used by both. Prices range from \$39 to \$85.

"We get really good response about the prices," Tray said. "We actively launched

the line while I was in business school, and I wanted my girlfriends to be able to buy the products."

With an arsenal of products from which to choose, Tray's favorite changes almost every other day.

"This morning, my favorite was facial scrub, which is actually our newest," she said. "I like it because it's gentle and hydrating to the skin. When it's hot and humid, my skin gets kind of clogged up. It needs to breathe."