

from the publishers of spa business

world news, jobs & training updated daily online

spa opportunities

Issue No 44 29 August-11 September 2008

www.spaopportunities.com

Alchimie Forever combines art and beauty

Artist-endorsed range of skincare products sold at London museum

A new collaboration between the Swiss Alchimie Forever skincare brand and the art world has been launched, with the UK-based Hayward Gallery shop believed to be the first museum shop in the world to stock skincare products.

The products have been developed under the umbrella title of Alchimie Forever and include a day cream and night cream, entitled Lights On and Lights Off. These are displayed in the shop with a photo piece of the same name by Martin Creed. Marc Horowitz has also created a video of courting male and female feet, inspired by Alchimie Forever's foot cream.

The Alchimie brand was created in 2003 at the Forever Laser Institut in Switzerland by doctors Luigi and Barbara Polla. Prior to this, in 1991, the Polla family opened the Analix Forever gallery in Geneva, to promote young artists including Sarah Lucas and Martin Creed. Details: alchimie-forever.com



A Swiss Kiss by Italian artist Andrea Mastrovito