

THE WASHINGTON POST

# TrendSpotter

[THE TASTEMAKER]



"Being in the beauty industry means you're helping women — and men — look their best," says Alchimie Forever founder Ada Polla Tray.



**Beauty loot:** Alchimie Forever's facial products include these two serums, Diode 1 and Diode 2, which work together to tighten skin, smooth fine lines and reduce brown spots. \$85 for a set at [www.alchimie-forever.com](http://www.alchimie-forever.com).

## ADA POLLA TRAY: STYLE THAT'S MORE THAN SKIN DEEP

An appreciation for beauty runs in the family for Ada Polla Tray, the 30-year-old creator of skin-care company Alchimie Forever. She doesn't concoct the lotions and potions herself, mind you. Her parents did that part, launching the line at their Swiss dermatology clinic in 2000. But three years later, Tray established the brand in the States, distributing products to medi-spas and boutiques across the country. "It may sound vain, but being in the beauty industry means you're helping women — and men — look their best," she says.

Tray's success is based on an eye for aesthetics and plenty of business savvy. She followed up her Harvard undergrad degree with an MBA from Georgetown and travels extensively to promote the line. Her grass-roots efforts have landed the company's high-end anti-aging products in the pages of French Vogue, InStyle and Lucky magazines.

So what are Tray's own complexion secrets? "Lots of water, a good eye cream and absolutely no smoking," she says. "And Botox isn't such a bad thing."

— Holly E. Thomas

Here are a few of Tray's favorite things:

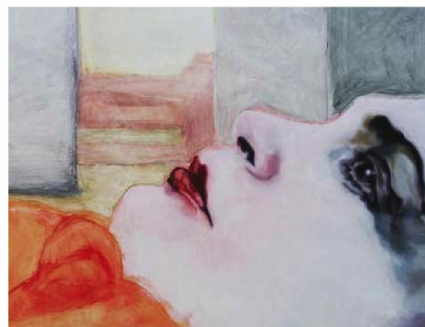


**Her fashion philosophy:** Tray likes classic pieces with feminine details. Nanette Lepore's plume-print silk dress is in keeping with her style. \$335 at [www.neimanmarcus.com](http://www.neimanmarcus.com).

**Her morning must-have:** "I'm a big coffee drinker," she confesses, "whether it's good coffee, weak coffee or a teeny tiny espresso." Nespresso Essenza espresso machine, \$179 at fine department stores and [www.nespresso.com](http://www.nespresso.com).



**Her decorating tip:** After moving to a new Arlington apartment in October, Tray decided to ditch the white walls. She chose three vibrant shades from the new Aura collection by Benjamin Moore. At select paint and hardware stores; visit [www.benjaminmoore.com](http://www.benjaminmoore.com) to find a retailer.



**On her walls:** Spending childhood days in an art gallery run by her parents helped Tray cultivate a taste for contemporary works. Among her favorites: Berlin-based American artist Matt Saunders, whose oil on linen work "Udo (Egomania) #4" is shown here.

PHOTO BY DRYLA SMITH FOR THE WASHINGTON POST; FAVORITES, CLOCKWISE FROM TOP RIGHT: ALCHIMIE FOREVER; BY RENEE COMET AND KATHRYN NORWOOD FOR THE WASHINGTON POST; MATT SAUNDERS; NESPRESSO; NEIMAN MARCUS