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Alchimie Forever Is All in the Family

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Clockwise from top left: Inside the Forever Laser Institut in Geneva, Switzerland; Alchimie Forever's Age Defying Serums for women, Diode 1 + Diode 2; the Forever Laser Institut; Alchimie Forever's Q-switch Optimizing Body Contour Gel for women; the Forever Laser Institut; and Alchimie Forever's Superpulse Tightening Eye Contour Gel for men.

Switzerland-based Luigi Polla, a dermatologist who also owns Geneva's Analix Forever art gallery, wanted his wife, Barbara, a cellular research scientist, and daughter, Ada, a Harvard graduate with an M.B.A. from Georgetown, to become involved in his dermatology business. The result? **Alchimie Forever**, the skin-care line that just debuted at Henri Bendel.



Ada Polla, C.E.O. of Alchimie Forever

According to Ada, the president and C.E.O. of the company who took the operation global at age 25, the story of Alchimie is—like many European tales—“convoluted, complex, and long.” It started in the mid-80s when Luigi was studying in Boston and learning laser dermatology. Meanwhile, Barbara was gaining research experience at Harvard’s School of Public Health. Once back in Geneva, Luigi soon became a leader in Europe for the use of laser treatments in dermatology. His medical practice grew, burgeoning into Europe’s first “fully integrated medical spa,” Forever Laser Institut. (The building was designed by contemporary Greek architect and artist Andreas Angelidakis, who shows work in the family’s art gallery.) Ada describes their services as mostly “lunchtime procedures” that are meant to enhance what you already have. The no-knives philosophy—that you are born a certain way, and you shouldn’t change that—aims to make the best of the features you have.



Left, Dr. Barbara Polla. Right, Dr. Luigi Polla.

To further the spa's mission, the family launched Alchimie Forever in 2000. The collection of products works effectively both in and out of the medical environment. Because the products aren't harsh or overly chemical, the mix of serums, scrubs, and creams are perfect for almost any skin type. Their bases rely on natural plant extracts such as blueberry, rosemary, tomato, and grape, rather than retinoid or synthetic acids, and each extract works separately to make your skin firmer and smoother and reduce redness and dark spots.

Today, everything continues to come together in a synergistic way for the Polla family. Luigi determines what patients need for their skin, Barbara researches cellular change and identifies key ingredients, and Ada conceptualizes the overall development of the product line. Just as it was in the beginning, as the company continues to boom, it's bringing the family together.