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BEAUTY NOLA

Elixirs of Longevity

Alchimie Forever products offer healing and preventive benefits for men and women

By Jamie Lober

Ada Polla is proud of the personal and professional relationship she has with NOLA. As a frequent visitor, she has gotten to know our city and enjoys spending time at Cosimo's, Stella, Port of Call and, of course, the Sazerac Bar. "The cocktails and food are amazing. The music is magnificent. It's not like anywhere else in the United States," raves Polla.

A large portion of her time is spent on the road marketing her beauty line, Alchimie Forever. "Everyone wants to look younger," she says. Though the face and hands are most exposed to the environment, Polla emphasizes the importance of taking care of yourself as a whole person with quality products and not stopping at the jaw line.

She credits her father, a dermatologist, for starting the line with her mother, also a doctor, in Geneva, Switzerland. Polla's business school project was to create

the business plan for Alchimie. She feels this brand has made her who she is today. "I like to look good, because when I look good, I feel better, and when I feel better, I am nicer, happier and a much better person," says Polla.

Men are drawn to her products, particularly those for anti-aging, razor burn and ingrown hairs. "They feel it is okay to take care of your skin and are extremely loyal customers," says Polla. Men's products tend to be more gel-like as opposed to the creamy moisturizers that women crave. The other difference is in the smell. "Men's products are more spicy, musky and masculine than women's products," says Polla. If they find a product they like, they stick with it instead of experimenting with others.

Polla offers some beauty advice. "It is important to use an eye cream as early as you can to prevent or delay signs of aging," she says. Polla's favorite product is the Kantic mask that she mixes in moisturizer, which has anti-redness benefits and is anti-aging. "I feel like it adds power to my moisturizer and gives the skin a nice glow," says Polla. Women apply this product before putting on heavier makeup as they get ready to go out. "It is a hero product," exclaims Polla. The Kantic calming evening moisturizer, which has a beautiful blueberry aroma, is a top seller that works for most skin textures.

Alchimie products can be purchased at Aidan Gill and on the Alchimie Web site. "If you purchase on our Web site, we always cross-sample, so you will get extra samples to try," says Polla. Go to alchimie-forever.com for more information. ■

Ada Polla

