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### **Alchimie Forever**

Created at Forever Laser Institut in Switzerland by two medical doctors, the Alchimie Forever line blends science and nature to create a wide range of anti-ageing beauty products for face and body. Launched in Canada in March, the line ranges from cleansers and toners to moisturizers, eye creams, masks and exfoliators. CEO Ada Polla, whose family is behind the brand's creation, is happy to have Alchimie products available in Canada. "The country is truly on target with cutting edge products and Canadian women are very knowledgeable about products and skin care therapies," she says. Alchimie Forever utilizes powerful natural ingredients to create daily skin care products that aim to preserve skin's youthfulness. Explains Polla: "My family worked to create products that would deliver an immediate glow to the skin while simultaneously providing therapeutic benefits. We used our own research on free radicals to ensure that while also being hydrating the products are also highly antioxidant."

The products can be purchased in Toronto at Pir Cosmetics and Skin Boutique and online at [Dermastore.ca](http://Dermastore.ca) and [alchimie-forever.com](http://alchimie-forever.com).