



BIOLOGIQUE RECHERCHE

A FRENCH SKINCARE BRAND WITH A CULT FOLLOWING

The Olsen Twins, Madonna, Sharon Stone, Brad Pitt, Tom Cruise, Jennifer Connelly.. just a few of the Hollywood stars who swear by this skincare brand. And no, they're not ambassadors or endorsers of Biologique Recherche. This brand has been on my radar ever since I read about their "miracle" Lotion P50 from UK bloggers Caroline Hirons (dubbed an ultimate skincare guru), Ruth Crilly, etc.

I even asked my husband to get one or two Lotion P50 bottles for me in France if he can find it. So yes, I literally jumped from my seat when Marj of Travelling Heels asked if I wanted to attend the launch of the brand. I took a while to reply to her because I may or may not have busted out a bottle of Bordeaux and some Roquefort to celebrate the news first. Ha ha!

The cult brand (that has been developing these magical potions for 35 years now!) has partnered with Chi Spa Shangri-La, where the products will be exclusively available. The owners of the brand flew in for this launch and I even got to personally chat with Dr. Philippe Allouche, son of the creators of the brand – Yvan Allouche, a biochemist, skin researcher and product formulator and Josette Allouche, physiotherapist and esthetician – who now heads Biologique.

I was seated beside him during dinner so I seized the opportunity to ask him everything I could possibly think of about skincare and their products. Dr. Allouche shared that he has gone back and forth the Philippines countless times to do scuba-diving. Palawan is his fortress. He has also gone on medical missions with his team in the country. And get this, it was in Palawan (maybe Amanpulo?) where he met Tom Cruise.

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