

QUINTESSENCE TIALLY ASIA



Just like the entire Biologique Recherche Methodology, the Haute Couture programme is based on the cosmetological evaluation of the skin, initialisation and also, with all the treatment phases being designed specifically for each client.

"We have a library of over 60 targeted active ingredients based on our research," says Allouche. "Over the course of the Haute Couture programme clients can vary which ingredients are used in response to specific problems identified from our "Skin Instants" assessment, applying their treatment in line with seasonal changes, diurnal cycles and levels of stress."

The Haute Couture programme will be launched this spring. In the first months clients go through the preparation phase, during which a diagnosis is prepared and they use Biologique Recherche products to soothe and balance their skin. This is followed by an induction month with an introductory Haute Couture pack of products that address the specific balancing needs of each client's skin. Months three to five is the "Boost" phase, when the skin receives a stronger treatment that tackles any underlying problems. In month six the two final Haute Couture Packs stabilise the client's "Skin Instants" creating a sustainable balance. At the end of the treatments a new set of skin measurements are made and the client receives commendations for future maintenance.

"We are very excited about the new programme," says Allouche. "It's truly unique to create a skin care regimen that is designed for each and every client's skin condition."

Not that the Haute Couture launch will represent the end of Allouche's quest for the perfect skin treatments – that remains his holy grail.

"Research is at the heart of everything we do," he says. "I want to learn more about the skin everyday. By understanding all the ways that the skin reacts to the stresses of modern life we can develop products that offer revolutionary solutions."

The luxurious Four Seasons' spa in Hong Kong will offer a suitable couture environment to try Allouche's latest offerings but, if you can, try that time machine on the Avenue des Champs-Élysées. It's the only way I know how to go back 20 years without the help of Dr. Who. ©

FAR LEFT: Biologique Recherche's extensive range of bespoke lotions
LEFT: An Ambassade de la Beauté treatment room
BELOW: Philippe Allouche, Research and Creative Director of Biologique Recherche

