

VOGUE

JULY
£4.10

RACHEL WEISZ

Why life begins at forty

SIMPLE CHIC, CLEAN LINES

The new looks ahead

Holiday make-up that works

Ageless Style Issue

60

wearable wonder
The piece you'll love at any age

from £4,100. But the brand set to grab headlines when it launches later this summer is the Parisian laboratory-based Biologique Recherche, spearheaded by French dermatologist Dr Philippe Allouche, who'll ask a cool £25,000 for your tailor-made six-month skincare regime – involving weekly deliveries of skin preparations, shipped from Paris to both your home and London's EF Medispa, where you'll receive a weekly facial and a skin reassessment in order to create the following week's prescriptions. Allouche's basis for this service is his belief in what he calls the "skin instant": the measure of your skin's needs and behaviour at any given moment, rather than an outmoded reliance on traditional categorisations, such as age or, worse, he believes, whether your skin is normal, dry or oily. "This just doesn't reflect the biodynamism of your skin, as it can change so quickly from one state to the other. You have to have as wide a vision as possible, which is why I'm trying to push skincare to its logical degree."

BIOLOGIQUE RECHERCHE LOTION MC 110 NO 1, £123, EFMEDISPA.COM



07