

BIOLOGIQUE RECHERCHE

40 YEARS OF PASSION

Nearly 40 years ago, when the laboratory Biologique Recherche was created, Yvan and Josette Allouche, a biologist and a physiotherapist, combined **their expertise and passion to chart their unique and visionary course on the cosmetic care market.** The company was then operating as a research and development unit, the sole purpose of which was to create care treatments and formulate products designed for professionals disappointed with those that already existed.

Nowadays, the combination of a clinical approach to personalized cosmetic treatment, pure, concentrated, almost raw products, complex formulas and original and rigorous treatments is the foundation of the reputation for efficacy of Biologique Recherche's Methodology.

In the 2000s, Philippe Allouche, taking an interest in the radically different process advocated by his parents, progressively took on the creative torch of Biologique Recherche. His global approach to the skin as an organ directly connected to all others, which he learned during his internal medicine studies and experience of acute organic stress in resuscitation units, has given a new perspective to all the techniques specific to the brand.

In 2007, following the passing away of Yvan Allouche, **Rupert Schmid** and **Pierre-Louis Delapalme**, now Co-Chairmen of Biologique Recherche, took over the company, in partnership with **Philippe Allouche** who remains the creative custodian. These long-time friends invested in Research and Development, inaugurated a new quasi pharmaceutical laboratory where all the brand's products are created, and developed markets on all continents.

In an increasingly virtual world where we all live longer, in an urban and stressful environment, the search for well-being and beauty is emerging as a new need. Biologique Recherche personalized treatments are now available in more than 70 countries in cosmetic and medical strongholds which exclusively distribute the brand's treatment methods and products

The Biologique Recherche treatment center, the Ambassade de la Beauté, has been located at 32 avenue des Champs-Élysées, Paris, for 23 years.



Skin Instant[®] Skin Vision by Doctor Philippe Allouche

The skin is the reflection of oneself; it takes multiple forms within a single day and over a lifetime. Similarly, no two individuals have the same skin, and everyone has different Skin Instants[®] which themselves can vary within a single day, depending on the different parts of the face.

The Biologique Recherche Methodology therefore targets the epidermis according to each individual's Skin Instant[®].

Our skin is our envelope, so it must be protected and cared for. In a nutshell, the skin is like a house: if the roof, i.e. the epidermis, fails to protect against external attack, all the interiors, i.e. the dermis, becomes vulnerable. To achieve conclusive results, we must start by taking a look at the epidermis. We know that by creating an ideal surface environment, we can help the skin develop in a healthy and harmonious manner.



Taking care of the epidermis helps restore the skin's healthy, youthful and radiant appearance. This dynamic, based on the pivotal role of the epidermis in constant dialog with the skin's deeper structures, is known as “interface cosmetology” and helps understand how cosmetic active ingredients can act effectively as soon as they are in contact with the surface of the epidermis without having to go through it.

Trained in the brand's Methodology, Biologique Recherche's beauticians are available to those looking for an efficient and different treatment experience.

Cosmetic Haute Couture Facial Care

The Biologique Recherche facial treatment consists of three core phases and seven stages during which you will be in the expert and trained hands of the beautician, who will reshape your face with specific and original gestures.

Cosmetological Evaluation of the epidermis:

Our Methodology strives to understand the messages from the epidermis and constantly adjusts to the epidermis to enhance it.

The skin is systematically analyzed based on a dermo-cosmetic diagnosis of the Skin Instant[®] with a specific result in mind. This is how Biologique Recherche has developed a unique diagnosis and product & treatment prescription system: the Skin Instant Lab[®], which helps monitor the evolutions of the Skin Instant[®] over time.



Initialization Stage:

The outermost surface, the epidermis, the ultimate shield which preserves the integrity of our inner world, must be our central focus in terms of skin care. The area around the epidermis must respect its noble functions while allowing it to receive a personalized preparation by following a specific and rigorous ritual. This phase includes three steps which are essential for Biologique Recherche.

The relaxation time which consists of a proprioceptive massage and skin cleansing

Skin preparation using in particular the P50 Lotion, a micro-exfoliating lotion which respects the acid pH of the epidermis.

Application of the mask, to prepare, condition and stimulate the skin.

Lotion P50

Biologique Recherche's Iconic Care Product

In 1970, Yvan Allouche, the founder of Biologique Recherche, created the first P50 Lotion, a progressive, purifying, cleansing and reconditioning exfoliating treatment, with a unique formula to help the epidermis regain and express its original regenerating properties, an essential and fundamental stage of the Biologique Recherche treatment process;

The P50 Lotion, a major player in the treatment preparation phase, focuses on the epidermis, the ultimate interface between our body and the external environment, a protective cocoon where the first battles against the onslaught of time are waged. This unique treatment combines the benefits of a skin purifying, exfoliating, moisturizing and toning lotion.

The result of Yvan Allouche's research in epidermal reconditioning, the P50 Lotion was to become the cornerstone of the Biologique Recherche Methodology and its most famous care product



Treatment Stage:

This phase includes the products containing the highest concentration of active ingredients which, by "reconditioning" the epidermis, help it express its self-regeneration properties. This miracle, repeated once a month throughout our lifetime, is potentially shared with deeper structures located at the very heart of this complex protection and communication organ, i.e. the skin.

The skin is reconditioned and regains its elasticity, while the face regains its natural tone, shape and contour.

The unique success of our personalized treatments can be felt immediately and durably, even for particularly imbalanced Skin Instants®.

Remodeling Face®: This advanced bio-electronic treatment combines four currents which act synergistically to improve the volume and light effect.

The application of a Cocktail of Pure Quintessential Serums specifically tailor-made by the beautician.

The finishing stage is designed to retain and optimize the action of the treatment by providing additional active principles of plant or biomarine origin, finishing creams and serums adapted to the skin and its needs.



Body Care

Drawing from its facial care expertise, Biologique Recherche has extended its personalized approach to the body to detoxify, refine, reshape and tone the body, regain a harmonious figure, smooth skin and lighter legs.



Hair Care

Already subject to environmental attack like other exposed body areas, the scalp is also sensitive to stripping agents, the surfactants in shampoos or the heat of hair dryers. This is why Biologique Recherche has also applied its expertise to hair care products, with a high-tech range which restores (Initialization Stage) and reconditions the scalp (Treatment Stage).



Authenticity and Balance are the Heart and Soul of Biologique Recherche's Care Product

A Biologique Recherche care product must respond to specific criteria:

- A very high formulation complexity and **concentration level** in plant, biomarine or biological extracts, exceeding 20% on average
- **Absence of synthetic fragrances** to preserve the integrity of the formulas and try to avoid sensitization phenomena
- **Cold manufacturing processes** whenever possible to respect the original structure of the active ingredients
- **High-quality active ingredients** to justify its value

Synergy between our products, combined with the specific and original gestures and the Remodeling Face® contribute to the success of our exceptional personalized treatments.



THE AMBASSADE DE LA BEAUTE 32 CHAMPS-ELYSEES - PARIS

In 1992, Biologique Recherche set up its Ambassade de la Beauté in the heart of Paris, in one of the rare and authentic private mansions on the Champs-Élysées avenue. A haven of peace and quiet overlooking a courtyard, away from the hustle and bustle of the avenue, with only the open carriage entrance to let you know that the Champs Élysées is close...



This building used to be home to Edouard Daladier, President of the Chamber, and the first Paris address of the Count of Monte-Cristo in Alexandre Dumas' famous novel.

The Paris Ambassade de la Beauté has been Biologique Recherche's showcase since 1993, where the full range of the brand's expertise is on display.

In 2015, Biologique Recherche invested and renovated the second part of the original private mansion to provide its exceptional personalized care products and the Josette Allouche Academy with a flagship building.

The interior architecture of the two twin spaces was entrusted to Joanne de Lépinay, who managed to preserve the initial and very Parisian spirit of this 19th century building while also paying tribute to the 1970s, the decade when Biologique Recherche was founded:

The elegant porch and the Hungarian point wood floors were renovated, and the original moldings and cornices were preserved. The display cabinet design was inspired by gilded mirrors.

The curved lines of the furniture, the reception desk and the stools, and the decision to use Pierre Paulin seating and Jules Wabbes wall lamps all pay tribute to the 1970s.

Each original piece of furniture was designed exclusively for Biologique Recherche, and was made to measure by cabinetmakers and glass artists.

Special attention was also given to the selection of authentic materials, naturally consistent with the brand's identity, white, blue and gold: white luminescent onyx is used to showcase the care products in display cabinets, with brass accents. Corian and travertine marble underscore the fact that Biologique Recherche's expertise is founded on its clinical approach to treatments and its pure, almost raw products.

A warm and pleasant atmosphere radiates from the silk wall coverings. The fireplaces on every floor, the art books on the shelves and the bar recreate an intimate and snug atmosphere.

In the Haute Couture cabin on the second floor, impressive hanging structure featuring brass moons and hand-blown milk glass balls highlights the exceptional nature of the building.

The design plays on the symmetry of the private mansion while the spirit remains contemporary, harmoniously combining aesthetics and technicality. With pure style and understated luxury on every floor, nothing is ostentatious.



BIOLOGIQUE RECHERCHE FLAGSHIP AND INTERNATIONAL TRAINING CENTER

On the Ground Floor

The spacious and luminous Reception offers a number of areas and features a bar and a fireplace

The Skin Instant Lab® area: With this medical analysis, diagnosis and prescription system, the Biologique Recherche expert can recommend the treatment most adapted to every Skin Instant®. This is also where, after the treatment, the beautician gives you the Beauty Prescription so you can follow your bespoke Biologique Recherche program at home.

The Hair Salon which proposes the Biologique Recherche hair care treatments.



On the Upper Floors

Five beauty cabins for the face or body, all equipped with the Skin Instant Lab®, Remodeling Face® and Micro Puncture Lab®

Two elegant VIP cabins featuring a private shower room.

The Haute Couture Apartment dedicated to the Haute Couture care program, created with made-to-measure care products. Visitors can access this apartment via their private boudoir, where they are treated to a skin diagnosis and an interview with the Biologique Recherche expert, before experiencing a unique and exclusive treatment area: the Haute Couture cabin.

A cabin for the beauty of your hands and feet.

The Josette Allouche Academy: A modular area dedicated to education and treatments, exclusively reserved for the training of professionals from around the world, who come to learn about the Biologique Recherche Methodology.

The Team

Under the responsibility of Gaëlle Peiffer, Director of the Ambassade de la Beauté, the team of expert beauticians trained for months in the Biologique Recherche Methodology, welcomes you, Monday to Saturday from 9.30am to 8.00pm. Within the styling area, Véronique Lamrani, in charge of hair styling and hair care products, will introduce you to Biologique Recherche's latest hair care treatments.

www.ambassadedelabeaute.paris

www.biologique-recherche.com

www.joannedelepinay.com

THE COMPANY: BR SAS

Founders and Directors

The Company was founded in the late 1970s by a French family of skin care experts: **Yvan Allouche**, a biologist, and **Josette Allouche**, his wife, a physiotherapist, to create and develop cosmetic products with a high concentration of active ingredients for personalized face and body care.

In 2007, following the founder's death, the company was taken over by BR SAS, who defined new strategic guidelines and new objectives in terms of organization and modernization.

It is now headed by **Rupert Schmid** and **Pierre-Louis Delapalme** (Co-Chairmen). The founders' son, **Doctor Philippe Allouche**, still works alongside them as Research and Creative Director.

Together, they have developed Biologique Recherche's professional network in more **than 70 countries**.



Yvan Allouche

An Innovative Company

Biologique Recherche is an exclusively trade brand focusing on a promise of state-of-the-art efficacy and personalized skin care products. Thanks to the expertise of professionals and the advanced knowledge of the skin's physiology, Biologique Recherche has evolved by enhancing its skin care method and combining new targeted products with specific actions. The company was certified BPI France Excellence and BPI France Entreprise Innovante. While the logo and brand identity were "redesigned" by the new management team, they still consistently adhere to the founding principles and core values of the brand.



New brand identity and logotype have been designed to bolster the coherence, strength and status of the brand. They convey Biologique Recherche's values.



A Presence accross all five Continents

Biologique Recherche is a French brand. Deeply attached to its French roots (it is one of the first brands to participate in the "Guaranteed French Origin" certification, which was awarded to the P50 Lotion, the brand's iconic skin care product), it is very well known and established on the international stage.

It is sold via exclusive distributors in every country, who promote Biologique Recherche skin care products and treatments in a very selective manner among exclusive and prestigious establishments (2,500 medi-spas, Spas, Clinics and beauty centers worldwide).

80% of the turnover is generated by export sales on all 5 continents, in China, the USA or Russia, where it was the first French trade brand to penetrate the market.

Prestigious Partnerships

Interest in this exceptional skin care brand is growing, country after country, chain after chain. In 2009, it was selected by **Air France's La Première Classe** to epitomize French excellence and quality in their wellness area of the La Première lounge.

Biologique Recherche's skin care products are also available in many Spas of prestigious hotels across the world, such as the Four Seasons, Peninsula, Mandarin Oriental or Shangri-La...

In addition, Biologique Recherche has sponsored the **Global Spa & Wellness Summit** since 2014, one of the world's most renowned summits dedicated to well-being

A Flagship in Paris

The Ambassade de la Beauté Biologique Recherche, located in a town house at 30-32 Champs Elysées, serving as a beauty treatment center as well as an international training academy, was cited in 2010 as one of the world's top 100 beauty centers by the Condé Nast Traveller magazine. It regularly welcomes numerous personalities from the business, media and fashion communities.



A Manufacturing Unit, Suresnes' Last Industrial Activity

The Suresnes site is host to the Manufacturing unit, the R&D, Quality, Purchasing, Export, France Sales, Marketing, Communication and Corporate Departments.

The company also supports any project aimed at integrating people with disabilities or in distress, and collaborates extensively with vocational support centers on work in its production unit

The Name

Nearly 40 years ago, the term "Biologique" was selected for its meaning "relating to life sciences". It does not refer to the "Bio" (organic) aspect although more than 80% of the ingredients in Biologique Recherche skin care products are natural and there is no artificial fragrance to undermine the integrity of the formulas.

CSR

In today's economic and social environment, issues related to social responsibility and sustainability are gaining more and more importance, especially in the business sector. Biologique Recherche management decided to embrace, support and enact, within their sphere of influence, a set of core values in the areas of human rights, labor standards, the environment and anti-corruption.

All Biologique Recherche development actions, through its technological choices and its practice regarding matters of human resource management, are primarily directed to keep in mind its impact on the environment.

THE YVAN ALLOUCHE LABORATORY

A Design and Production Workshop Equipped with the most Advanced Technology.

90% of the Biologique Recherche care products sold (100 references for the face, 30 for the body and 15 for hair care) come from this manufacturing unit on the Suresnes site. This relatively small-scale site benefits from the very best in terms of the protection of natural, valuable and fragile raw materials and state-of-the-art manufacturing equipment, all made in France. Exceeding current cosmetic standards, it is **guided by pharmaceutical standards** and has adopted a sustainable approach in terms of respect for the environment and integration into the Suresnes residential area, where it stands out as the last bastion of industrial activity



A New Laboratory

This is where the majority of the Biologique Recherche skin care products were produced for more than 15 years. After 2 years of studies and development and 6 months' construction, the Yvan Allouche laboratory was inaugurated in October 2010. Built in strict compliance with Good Manufacturing Practices in cosmetics, it responds to all applicable European quality, safety and traceability requirements. It serves as a research and **production laboratory**,

with a workflow system from dirty to clean areas to limit cross contamination and guarantee optimal product quality, and separated movements of raw materials and people.

A Raw Materials Storage Area

Biologique Recherche uses approximately **450 raw materials from all over the world**: Egyptian Jasmine, glycoprotein of Antarctica, Moroccan prickly pear seed oil.... Before being stored, all these raw materials go through a decontamination airlock: the drums are cleaned, the materials are sampled and then quarantined while awaiting the analysis results. Once validated, they are stored away.



Sustainable Development

The company's global strategy includes a sustainable development approach, and the company's business plan features numerous investments designed to reduce its environmental footprint. All the developments within the laboratory have been designed to respond to applicable standards and provide employees with good working conditions

A Research & Development Area

In this creative mecca, the R&D team tests new textures every day and tries out new, carefully selected active ingredients to develop new products or reformulate existing ones. More than fifty tests can be conducted before a new formula is validated. Only then can this formula undergo a battery of tests to control its quality, safety and efficacy. Based on the results achieved, a cosmetic dossier can be compiled, compliant with the Directive.



Following the weighing phase using high-precision scales, the complex mixing is carried out in three tanks to produce lotions, serums and oils. All the time necessary is taken to guarantee optimal quality and the integrity of the raw materials incorporated: manufacturing the P50 Lotion by successive macerations can take 5 days, compared with less than 4 hours on average for cosmetic industry products. A homogenizer and a boiler are also available to manufacture creams and masks.

Once manufactured, the products are quarantined in a temperature-controlled storage room and are only released after undergoing physical-chemical and bacteriological tests. Final packaging is performed by subcontractors who have been audited by the quality department, after which further quality tests are conducted.



A Manufacturing Area

In this creative mecca, the R&D team tests new textures every day and tries out new, carefully selected active ingredients to develop new products or reformulate existing ones. More than fifty tests can be conducted before a new formula is validated. Only then can this formula undergo a battery of tests to control its quality, safety and efficacy. Based on the results achieved, a cosmetic dossier can be compiled, compliant with the Directive.

Manufacturing is Biologique Recherche's core business. This is where 150 different skin care products are created every year, representing a volume of nearly 100 metric tons.

Softened and Purified Water

Water is one of the key raw materials in a cosmetic product. By choosing a water purification system (near zero ion content and microbiologically clean), the laboratory guarantees the quality and reproducibility of the final product formulas. Furthermore, to protect the equipment against limescale and guarantee optimal operation, the laboratory is also equipped with a water softening system