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 LOS ANGELES

by Elyse Glickman

Vichy Skin Care



Something in the Water

Though beauty hounds are always on the lookout for the next new-and-different product, the French pharmacy skin care line **Vichy** is entering the U.S. market armed with a strong reputation dating back to 1931, natural thermal waters used for centuries and innovative ways to bring that success into the 21st Century.

Vichy, whose apt tag line is "from beauty to health" invited top fashion/beauty media, bloggers and tastemakers to experience the expansive line at the SLS Hotel in Beverly Hills. While the presentation at the fashionable SLS Hotel was modern, packaging for Vichy's newest products was fresh and skin care analysis was high tech, Vichy's brand reps never strayed far from its core values and message. The brand is named for one of France's oldest spa destinations (2000+ years) and highlights the original accomplishments of founder **Dr. Haller**. Though many excellent products include thermal water in their composition, Haller and his team noted that Vichy's waters were **rich in antioxidants and other beneficial compounds**. This, in turn, gave way to the fact that the namesake line would be one of the very first to be certified hypoallergenic, fragrance free and scientifically tested.

Old wisdom and proven results are now being transferred over to Vichy's newest lines, all of which will be available at **CVS** and **Rite Aid** pharmacies throughout Southern California. **Normaderm** is unique in that it remedies acne while maintaining moisture in the skin. **Pro Mat** products mattify skin and provide a protective SPF 15 sunscreen that reduces unflattering shine on the face. **LiftActiv** is designed to tighten pores and smooth wrinkles from within with peptides and Vitamin C as part of its compound.

Aqualia

Thermal - Vichy's #1 seller in Europe - delivers 24 hours of continuous hydration for the most moisture-starved complexions while still providing a flattering matte finish.

As summer flows into fall, Vichy is now unveiling breakthrough products that surpass even the expectations of "early adopters" familiar with the line's heritage and results. Normaderm ProMat features new "Intra-Pore Mattifying Action" technology that regulates shine-activating daily UV aggressions for an instant matte effect and lasting shine control. A reformulated **LiftActiv CxP** boasts a bio-lifting action which, for the 1st

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time, combines Peptide©—and continuous release Vitamin C for a visible wrinkle correction and lasting lift. The new-and-improved line goes beyond traditional anti-wrinkle care to regenerate the skin and stimulate the production of collagen and elastin fibers.

For more information, visit www.vichyusa.com or visit your neighborhood CVS.

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