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Alchimie Forever to take on US market

Swiss institute-skincare brand Forever Choice is changing its name and getting a new look in preparation for an October launch on the US East Coast. The brand, launched in 2000 by the owners of Switzerland's Forever Laser Institute, will now be called Alchimie Forever.

The range has been expanded, from five products to 10, and repackaged in a bid to attract the US consumer. It will be color-coded with orange for men's products, green for women's, and blue for unisex.

A new company, also called Alchimie Forever, was set up by Ada Polla, daughter of Forever Laser Institute founders Luigi and Barbara Polla. It will distribute the brand in dermatologists' offices, spas, beauty institutes and specialty stores in the US, maintaining "extremely selective" distribution, a company spokesperson tells Cosmeticnews.com, with around one pos per major city. Starting in May 2004, US distribution will be extended to other regions.

From September, the new-look product line up will launch in the company's two spas in Switzerland. The brand is targeting 2003 sales of \$50,000.