

Brand news



BILLED AS THE SCIENCE
FOR SKIN PERFECTION,
LA THÉRAPIE IS
DESIGNED TO
REVOLUTIONISE BEAUTY
THERAPY WITH PURE,
NON-EVASIVE COSMETIC
SCIENCE, DELIVERING
DRAMATIC RESULTS.
MOIRA PAULUSZ
REPORTS

Every now and then, a new skincare brand comes along that has a distinctive point of reference, that exactly meets the demands of the beauty market at the time, and effortlessly grabs the imagination through its extensive product portfolio, comprehensive treatment menu and stylish imagery. La Thérapie – billed as the “science for skin perfection” – is just such a brand.

La Thérapie is dedicated to the advancement of result-driven skin therapy through professional, clinical treatments and scientific skincare formulations. Working in direct consultation with doctors and scientists, the comprehensive line was developed to offer safe and effective solutions for skin lifting, ageing, deep cleansing, hyper-pigmentation, acne and scarring. The aim was to give the client “the highest level of professional advice” to meet their needs in the most effective way. In short, La Thérapie is designed to “revolutionise beauty therapy with pure, non-evasive cosmetic science”.

La Thérapie – a new addition to the Steiner Leisure global portfolio of brands – has been launched worldwide under the direction of Sean Harrington, who has been responsible for the global success story for spa brand, Elemis.

He comments: “La Thérapie is the most exciting new ‘doctor brand’ in the marketplace today – and in future years. My ambition is to see it as the worldwide industry leader in scientific skin therapy. Having spent time in the US over the last four years, I recognised that, alongside your holistic, hands-on, natural therapies, it is critical to have a cosmeceutical, high-science,

‘doctor brand’ designed specifically for problematic and ageing skin.”

He adds: “I wanted to offer a range for the serious skincare aesthetician, dermatologist and plastic surgeon which also included pre- and post-operative skincare. The results achieved by La Thérapie treatments really bridge the gap between basic cosmetic applications and plastic surgery procedures.”

To fulfil his vision, Sean researched the market, then, two years ago, put together a team of cosmetic scientists and aestheticians (from France and the US) as well as calling on the services of a prominent plastic surgeon. The result is La Thérapie – a portfolio of products (professional and retail) and treatments developed in France based on cutting-edge, skincare advancements and designed to target the primary factors of ageing.

According to Sean, La Thérapie is a range which boasts pharmaceutical-grade and medical-strength formulations used in tandem with treatments to deliver dramatic results. Launched into salons, skin clinics and spas in the US six months ago, “the brand has been a real success story” in that hugely competitive environment, says Sean. And now, it is available in the UK.

Skin perfection

The range boasts 38 professional products and 37 retail ones, with the latter broadly divided into three categories – Skin Principles, Skin Solutions, and Skin Nutritive. Together, they offer clients “a complete ‘skin perfection’ programme”.

The appliance of SCIENCE



■ **Skin Principles** – cleansers, toning lotions, exfoliants and eyecare – are the bedrock of the ‘skin perfection’ programme, being the first line of defence against the visible signs of ageing.

■ **Skin Solutions** – intensive treatments, eyecare, skin boosters, and sun protection and defined as “the science for skin perfection” – are state-of-the-art treatment preparations that are said to offer fast, dramatic results for specific skin concerns such as hyper-pigmentation, fine lines, acne and sun damage. They are recommended as the performance cosmeceuticals of the skin perfection programme.

■ **Skin Nutritives** – day and night creams, facial masks, eye- and handcare – provide the nourishment for skin perfection. The collection of high-performance products is designed to provide anti-ageing protection as well as moisturise, and are recommended as the age-defying hydration system for the skin perfection programme. Premium ingredients such as caviar and mimosoie (a plant extract) enhance the therapeutic effectiveness of treatment creams, helping to delay the effects of time and gravity on skin. Likewise, glycolic-based day lotions offer a three-in-one action to exfoliate, deeply moisturise and protect skin from the environment with an SPF15. Cellular renewal is stimulated by the regular use of fast-penetrating facial masks. The result is said to be an instant, healthy glow.

Moreover, La Thérapie is one of the few

companies to use unbuffered glycolics (highly effective in treating ageing skin, hyper-pigmentation and acne) in up to 50 per cent strength.

The company also uses a patented formula for an intensified, topical vitamin C application to stimulate collagen production, and a topical vitamin A formula to stimulate cell growth and enhance skin regeneration.

Safe, effective solutions

The excellent products are backed by eight professional clinical treatments, which were devised to deliver safe, effective solutions for a variety of skin conditions.

The specific aim of the treatment programme is to reduce signs of ageing – with immediate effect. The advanced cosmeceutical formulations of the products are combined with micro-current so as to carry the active ingredients into the deeper layers of the epidermis to help boost circulation,

improve hydration and balance skin. High-frequency current is then used to enhance oxygen absorption while creating a protective, anti-bacterial layer to prevent future breakouts. As a result, skin tone and texture are restored says the company.

There are two central treatments – La Thérapie HydraLift Facial and La Thérapie HydraPeel facial.

■ **HydraLift Facial** – designed to offer fast, dramatic results, combines micro-current and high frequency to draw out impurities, sterilise skin and accelerate the healing process. Active ingredients are transported deep down while the vital oxygen supply is boosted, giving new skin cells a nutritious boost for a healthy structure for longer.

■ **HydraPeel Facial** – combines the HydraLift facial with glycolic-based products to correct major skin concerns and plump out fine lines and wrinkles. Star players here are alpha hydroxy acids, derived from sugarcane, and renowned for their ability to improve the appearance of sun damaged skin, hyper-pigmentation, blemishes and acne scarring.

In addition, by focusing on key areas known to age at a faster rate by using a personalised programme – the La Thérapie Intensif Age Zone treatments – either of the two central treatments can be greatly intensified for more noticeable results.

So, you have the Intensif Eye Treatment which targets the visible signs of ageing around the eyes, softening the appearance of fine lines and helping reduce dark circles and puffiness. Likewise, the HydraLip Intensif treatment helps increase collagen production to plump out and enhance the contours of the lips, as well as helping smooth away fine lines around the mouth. Meanwhile, the power of caviar extracts helps lift and firm the delicate skin of the neck and décolleté, as well as hydrating the skin during the HydraNeck Intensif treatment.

Likewise, designed to be combined with the two critical facials – La Thérapie HydraLift and HydraPeel – are, among others, the:

■ **HydraLift Super Intensif Facial** – here, you have the dramatic results of the La Thérapie HydraLift Facial with the added benefit of four Intensif Age Zone treatments.

■ **HydraPeel Super Intensif Facial** – the ultimate therapy, which combines the key HydraPeel Facial with four Intensif Age Zone Treatments. “The results are noticeable after the first treatment,” claims the company.

In addition, you have the La Thérapie Intensif Anti-Oxidant treatment, which can be added to any of the other treatments. Here, power-boosted vitamin (A and C) formulations are called on to enhance the fight against fine lines, wrinkles, scarring and blemishes. By getting rid of damaged skin cells and encouraging new ones to the surface, “the clarity of the complexion is greatly improved, and skin is left glowing with life and vitality”.

Comments Sean Harrington: “Conceptually and visually, the brand is stunning, and industry feedback shows salons and spas are ready for something really new in this area of the market. But the work doesn’t stop here, as there are some exciting future developments which will take skincare to another level in this country.” ■



TRAINING COURSES

Five-day training courses will be held at the La Thérapie Harley Street Skin Clinic Training Centre in central London, with some on-site training also available. The comprehensive course is only available to qualified beauty therapists – NVQ Level 2 is the minimum – who have in-depth knowledge of the skin’s complex functions and composition.

As La Thérapie treatments use a galvanic and high-frequency machine to encourage products to penetrate to the deeper layers of skin for longer-lasting results, training will also be given on how to use the unit.

***Alongside the product launch there is an extensive retail promotional plan that includes a number of special offers. There is also a full-size tester stand, as well as comprehensive promotional material (brochures, showcards, prescription programmes) designed to work as tools for the aesthetician as well as being informative for the client.**