

SUPERIOR SKINCARE

The first to establish a differentiation in skin type, Académie Scientifique de Beauté has emerged as one of France's most successful international skincare stories. **salon** reports.

Born more than 80 years ago during the belle epoch of beauty on the super-chic Parisian street of Saint Honoré in the epicenter of the beauty industry, Académie Scientifique de Beauté now has a presence in every continent in 55 countries worldwide and in Ireland alone is available in over 100 salons.

Founded in 1926 by Dr. Georges Gay, a pharmacist and a visionary in the beauty industry, Académie Scientifique de Beauté was the first company to establish the distinction of various skin types: sensitive, dry, normal and oily. Using this information, Dr. Gay created personalised treatment programmes based on age, skin type, climate and seasonal weather changes.

Since its foundation, Académie Scientifique de Beauté has had its offices and laboratories in Colombes, a suburb of Paris, France. Over the next several

decades, Dr. Gay remained devoted to his passion of creating a superior skincare line. Surrounded by a team of engineers, chemists and biologists, Dr. Gay developed and produced numerous products to enhance and preserve the beauty of woman, including the world's first self-tanning products, Bronz' Express.

In 1962, Académie Scientifique de Beauté was taken over by Dr. Gay's son, Dr. Gérard Gay, also a doctor of Pharmacy. Under the watchful guidance of Gérard, the company continued to grow and patent ingenious beauty products and treatments, such as the Hypo-Sensible range. Based on desensitising, soothing and anti-inflammatory characteristics, Hypo-Sensible products are still the best selling products created by Académie Scientifique de Beauté. After his untimely death in 1973, the company was taken over by Gérard's wife, Emma, who is still at the helm as the company's CEO.

By 1985, Académie Scientifique de

Beauté recognised the need to share 60 years of technical know-how with professional estheticians. This was a turning point for the company, who introduced its professional line, which included 20 diverse types of ampoules. Since then, revolutionary professional and retail products have been consistently introduced to include the Hypo-Sensitive range for sensitive skin, the 100% Hydration Range for dehydrated skin, the Scientific System for more mature skin, as well as newer ranges including the Acad'arôme aromatherapy range and a men's range.

Research has always constituted the main thrust of the company, as well as the use of the finest raw materials possible, keeping a high percentage of active ingredients - up to 36% - in their products.

Académie in Ireland

When Oonagh Clarke joined French Cosmetics in 1995, the company then distributed Bronz' Express into pharmacies.

[Time-line]

1920s

Pharmacist Georges Gay founds the Académie Scientifique de Beauté in March 1926, and by 1928 the Académie Beauty Salon opens on rue Saint Honoré in Paris, and the first aesthetics school is opened. In 1929 Georges Gay discovers Demodex, a parasite responsible for the infection of blackheads, and develops Demodexia, a lotion to purify oily skin.



1930s

A decade of successful launches for Académie, with the first sun products introduced in 1934, and the revolutionary 'cosmetic preparations' with collagen in 1936. Other beauty launches that year include the first beauty milk with a stable emulsion, thanks to the discovery of triethanolamine stearate, and beauty products for men.



1960s

In 1961 the first self-tanning tinted lotion, Bronz'express is a global hit. In 1969, the Hypo-Sensible (or Hypo-Sensitive) line is launched, which remains the leading line of the brand.

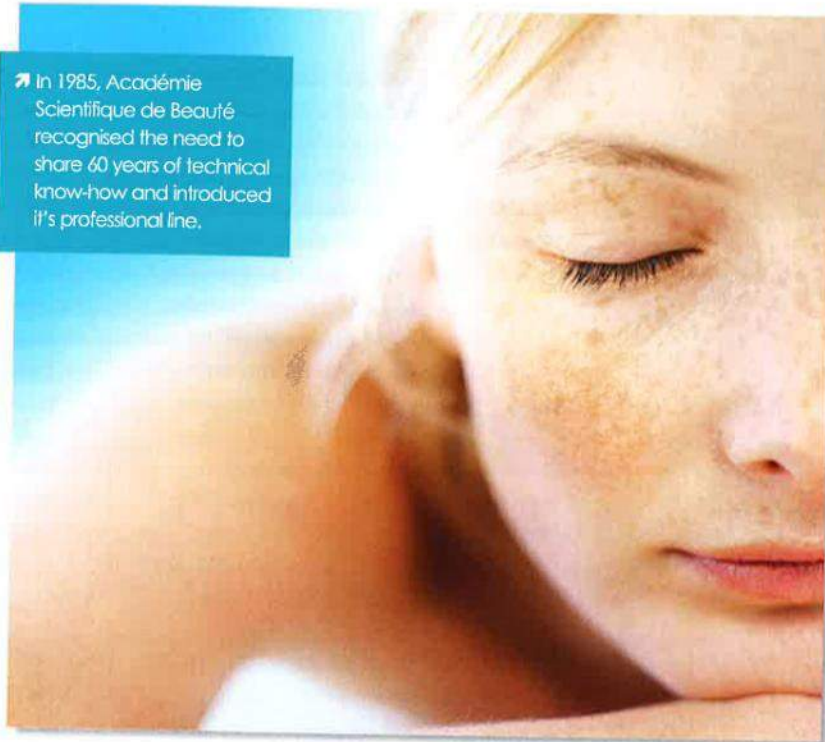


Spotting a niche in the professional market for a top quality skincare range, Oonagh decided to start distributing the skin care as well. "The range was warmly welcomed by the Irish, having heard of its reputation while abroad," remembers Oonagh. "As of 2009, Académie is now available in over 100 Irish salons."

Oonagh recognised the importance of marketing and promoting the lines to further create awareness in the Irish market at both a business and consumer level. The marketing mix now includes advertising, celebrity endorsement, publicity and public relations. Recent activity includes an award this year for Best Bronzing Product for Bronz' Express in Social & Personal, and was recently named 'the best tan in the world' by the Star newspaper. It has also recently been featured in the Daily Mail, the Sunday World, the Sunday Independent, the Evening Herald and the Independent. Meanwhile Académie skincare has been everywhere from the Herald and Star newspapers, to segments on Xposé and the Afternoon Show.

"I know just how amazing our products are but it is important to keep the message out there," said Oonagh. "Just recently current Miss Ireland Sinead Noonan has added her stamp of approval to Académie, and many other Irish models, actresses and celebrities are fans of the brand."

In 1985, Académie Scientifique de Beauté recognised the need to share 60 years of technical know-how and introduced it's professional line.



Training is taken very seriously at French Cosmetics. "Once a salon takes on a line, we don't just offer the initial training, but commit ourselves to an ongoing relationship, keeping the client well up to date and trained to Académie's exacting standards on all the protocols," said Oonagh. "We are also committed to promoting the brands to end- users to make sure that awareness is kept high and business is brisk."

And the future of the brand? According to

Oonagh, things are really heating up for Académie. "We have a number of launches lined up for this year, including a number of body creams for firming and slimming, as well as the fantastic Derma Acte range of facial products, especially formulated for trouble skin." **S**

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1980s



The Académie Professional Line is launched in 1985. This marks a very significant step for Académie, which is, for the first time, sharing its immense store of products and know-how with the professional industry.

1990s

In 1996 Oonagh Clarke begins to distribute the Académie Professional Line in Ireland through French Cosmetics.



2000s



In 2003 the spa range, Acadayspa is launched, while the Académie Men range is introduced in 2006. The following

year the Acad'arômes range developed around phyto-aromatherapy, is launched.