



BEAUTY

THE SCIENCE OF BEAUTY

Ronit Raphael is the founder of L.RAPHAEL Genève, the Swiss luxury beauty brand headquartered on the Rue du Rhône in Geneva, and a global leader in anti-aging skincare.

BY SYLVIE PERON



It was that time of year again when celebrities take over The French Riviera for the most prestigious cinematic event. They did glow stunningly in front of the public while behind the scene L.RAPHAEL was getting their red carpet looks ready for the cameras.

Each year Swiss luxury beauty brand L.RAPHAEL helps celebrity guests look their best at the festival premieres and parties, offering the most effective treatments as well as the latest technological innovations that have brought L.RAPHAEL Genève to the forefront of anti-aging skincare.

COLLAJET TREATMENT

The CollaJet Facial takes the anti-wrinkle technologies to a new level. It is ideal for people over 30, for treatment of wrinkles, sagging skin, and scars as it boosts collagen production. Celebrities took advantage of this new treatment, which utilizes the natural agents of peptides combining them with Collagen technologies powered by Pure Oxygen Jet that leaves the skin feeling and looking much younger.

"We are truly excited to launch our CollaJet treatment," commented Ronit Raphael. "By incorporating this efficient combination of collagen in tandem with our high technology machinery, we are able to offer an unparalleled experience of natural looking soft lifting effect. The results are unprecedented and noticed immediately after completing the treatment, resulting in amazing radiance, tone and improved elasticity of the skin, with reduced wrinkles and restored volumes of the face, neck, décolleté and arms."

YOUNG TEEN PROGRAM

Personal care plays an important role in building self-esteem. Many teens who are active online are worried about how they're perceived. Girls are particularly vulnerable, worrying about people tagging them in unattractive photos. The L.RAPHAEL Young Program provides solutions to a young person's common concerns, which may include: weight, acne, ▶



Spa L.Raphaël at Hotel Martinez:
In Cannes, during the 71st Film Festival the brand premiered two new beauty programs from its redecorated SPA on the 7th floor of the Martinez.



► nutritional issues, excessive hair such as eyebrows, arms and underarms, legs, and much more. The program works with participants through a more holistic point-of-view that focuses on themselves as individuals, inside and out. The program is based on the fact that teenagers and young adults are in the most important growth phase of their lives. Experts instruct each teenager on the optimal and personal path for him/her to be beautiful and healthy. Each is received either individually or in groups.

The trigger for building the new program was a personal experience of Ronit Raphael. "My interest in skin care grew from a difficult personal experience. At the age of 18, I suffered from minor acne, and tried a chemical peel that seriously damaged my skin and left me with second-degree

burns. I spent years meeting with dermatologists all over the world to learn everything I could about skin care... Now, when I watch my three children growing, and challenge body concerns such as acne, nutritional issues and excessive hair, it drives me to develop more and more effective solutions that can help them and other teenagers around the world."

Launched in 1986, L.RAPHAEL Genève is the result of the collaboration between Ronit Raphael, Professor Meir Shinitzky, Dr. Raphaël Gumener, each a pioneer in their respective fields. Ronit Raphael's inspiration for the Swiss beauty brand grew out of personal necessity.

L.RAPHAEL operates in beautiful cities and resorts around the world including Geneva, Verbier, Cannes, New York and Los Angeles. ➤



On an airplane, the air is dense and it dries your nails, hair and body. So the most important is to hydrate your skin.

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LEC 40: The brand is a pioneer in oxygen and ultra-sounds treatments. Its LEC 40, a lipid complex associates lecithin, omega-proteins and vitamins to allow the active ingredients products to penetrate the skin.

