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A close-up portrait of Ronit Raphael, a woman with long, wavy blonde hair, smiling warmly at the camera. She is wearing a black, ruffled, sleeveless top and has a pair of black-rimmed glasses hanging from her neck. The background is softly blurred, showing what appears to be an indoor setting with other people.

RONIT RAPHAEL

A businesswoman on the move

Founder of L.RAPHAEL Genève, the Swiss luxury beauty brand and a global leader in anti-aging skincare, Ronit Raphael is also deeply involved in the global fight against child abuse. Sharing her time between Europe and the United States, the slim, attractive and ultra-active lady shares with *Altitudes* some of her beauty secrets.

By Sylvie Péron, Photo Stéphane Gros



Beauty Spa L.RAPHAEL Four Seasons New York - Photo Yann Féron

Lunched 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. A facial burn at the age of 18 fueled her passionate interest in skincare. She was awarded the Ernst & Young Entrepreneur of the Year award in 2003.

Chief scientist Professor Meir Shinitzky, held a doctorate degree in Physics and Chemistry. He had spent most of his career at the Weizmann Institute and was a pioneer in cellular membrane research. Chief Medical Officer Dr. Raphaël Gumener is a specialist in the field of medical aesthetics. He formerly served as the President of the Swiss Society of Plastic, Reconstructive and Aesthetic Surgery. Together they developed a comprehensive menu of high-performance face and body treatments.

OXY-TECH

L.RAPHAEL Genève is a pioneer in oxygen and ultra-sounds treatments, and has truly revolutionized the skincare science with its exclusive LEC 40, a lipid complex associating lecithin, omega-proteins and vitamins to allow the active ingredients products to penetrate the skin more deeply.

Specific treatments include Oxy-Tech anti-aging treatments, anti-pigmentation treatments, slimming treatments and Ultra-Gravity firming

treatments. All of L.RAPHAEL's proprietary treatments are uniquely formulated to reach beyond the surface of skin. Here, they can be most effective in stimulating collagen production to dramatically reverse the visible signs of aging.

THE SEVEN FOUNDATIONS OF BEAUTY

The philosophy of L.RAPHAEL Genève is based on the 7 Foundations of Beauty – a holistic, multi-dimensional and personalized approach to beauty that incorporates medical, nutrition, physical activity, aesthetics, age management, stress management and leisure. True beauty radiates from the inside out – when the body and mind are in perfect harmony. Each facial, massage and body treatment was specifically developed to invigorate the senses, restore peace of mind, and deliver scientifically advanced and long-lasting results. Integrating these 7 pillars into one's lifestyle to look and feel healthy and visibly younger is the company's credo.

L.RAPHAEL currently operates in some of the most beautiful cities and resorts around the world including Geneva, Verbier, Carnes, New York and Los Angeles.

ALTITUDES

Each time we meet, you always look great even after a 12-hour flight and a short night sleep, what is your secret?

When I am travelling, I never eat during the flight and no alcohol. It is vital to drink a lot of water in the plane. Every hour, you need one glass of water. Also, don't forget to take your makeup off for the flight, apply eye cream, serum and day cream. On an airplane, the air is dense and it dries your skin, nails, hair and body. So the most important is to hydrate your skin.

How do you travel? Do you sometimes use private aviation and why?

Yes, I use private aviation due to the schedule flexibility. Like this, I can save a lot of time and come back to my children faster. I also use private aviation for very specific meetings.

Looking at you, it's hard to believe you ever had a facial burn! How would you advise anyone with a similar problem?

My life changed dramatically. When something like this happens during your adoles-



True beauty radiates from the inside out with mind, body and spirit in perfect harmony



Spa Montage Beverly Hills featuring L.RAPHAEL - Photo DR

cence, one loses a lot of self-confidence and inner joy. But what happened to me had a meaning. I just needed to find out how I could make a difference. That's my advice.

How did the first franchise of the brand in Almaty come about?

Kazakhstan investors, conquered by our five-stars services and advanced technologies, contacted us to launch the Beauty Lab L.RAPHAEL in Almaty end of 2015. Now, the center welcomes its customers in a 1 000 square meters space and gather in a single place 7 treatment rooms and 2 beauty salons stations and offers all of the brand's services and beauty treatments.

Please tell us about the new Montage location in Beverly Hills

We are very proud to be a partner since the beginning of 2016 of the prestigious Spa Montage Beverly Hills in addition to the signature treatments already proposed by the spa. We first discovered Spa Montage Beverly Hills through our partnership with Chopard during the 2014 Academy Awards and we are delighted that it became the first and only West Coast destination for L.RAPHAEL's state-of-the-art anti-aging advanced technology, beauty and slimming treatments along with our high-performance products.



In 2012, Ronit Raphael established the Global Army against Child Abuse, and since then, she dedicates one day every week to promote a global campaign that addresses issues relating to the increasing rate of child sexual abuse

On a personal level, how do you balance your many responsibilities as a businesswoman and your family life?

Everyday, I do a lot of sport exercises very early before my children wake up. Then, we can spend time together for breakfast. I try to get one hour for myself for leisure time and spend time with my children.

What would you recommend to business jet travelers, in order to be at their best on a business meeting following an overnight flight?

Again, you must hydrate a lot and have a healthy routine. And also, it is good to do our exclusive treatments with oxygen, which have a glowing effect on the skin.

Do you have a daily beauty routine that you could share with our readers?

My beauty regime is tied in with my lifestyle. In the morning, it is extremely important for me to have a small breakfast, do some exercises before I start my day, then I put on some makeup and begin my work.

In the evening, I never go to sleep before cleansing and moisturizing my skin with 3 steps. I start with cleanser, then lotion and then gel to wash my face. And finally I apply my night cream.

Are the L.RAPHAEL treatments strictly reserved for women only?

Absolutely not, the L.RAPHAEL's treatments and products are very good and appreciated by men too. It is also important for a man to take care of his skin. I particularly recommend the Oil control serum Mineral L.RAPHAEL, which is really appropriate for men after shaving. And also, the Proactive Vitamine C Sérum, an innovative anti-aging formula designed to give your skin a brighter and more luminous look, fights the aging process and prevents the appearance of wrinkles.

True beauty radiates from the inside out - with mind, body and spirit in perfect harmony! We take care of the skin but also the wellbeing of our clients. I recommend following L.RAPHAEL's 7 Foundations of Beauty - a holistic, multi-dimensional and personalized approach to beauty that incorporates medical, nutrition, physical activity, aesthetics, age management, stress management and leisure. ■