

THE BIOPHORA PHENOMENON

Biophora is a skin care company that was started more than a decade ago when three women pooled their unique skills. It's a medically-supervised, fragrance-and paraben-free anti-aging skin care line so effective and well-priced that doctors and medical aestheticians in 10 countries are clamouring to stock the products. Curious about the Biophora phenomenon, we talked to Judi Argue, a Biophora partner, about what it takes to go from homegrown business to global hit.

AS TOLD TO SAMANTHA WRIGHT

E It's exciting to see a beauty company that focuses on skin care and anti-aging being run by women. Is Biophora unique in the beauty world because you can anticipate the needs of your customers?

JA We know our market because we are our market, even though a growing percentage of our clients are men. If we've personally had a need and it's missing in the marketplace, we've realized that there are millions of others just like us who will probably want the same thing. So, yes, we bring a unique sensibility to the market as a caring, service-based company.

E Why is simplicity important to Biophora?

JA As working women, we really get that most of us are too busy to struggle with multi-step regimens. We cut to the chase on as many levels as possible, from our packaging to our straightforward education and marketing campaigns, while still providing excellent value. Our products are made of high-quality, medical-grade and natural ingredients and packaged in no-nonsense, recyclable containers. They range from mild to aggressive medical efficacy, while still containing vitamins, botanicals, and antioxidants to nourish and heal the skin.

E Your Biophora skin peels are available after consultation with a trained Biophora technician and the creation of a customized treatment plan. What do these specialized services offer?

JA As we age, the collagen and elastin fibres that support our skin weaken and cell turnover slows, resulting in a dull-looking complexion, fine lines, wrinkles and sagging. Biophora peels remove dead cells, activate cell renewal, and encourage collagen production, leaving skin looking vibrant. The Biophora technician can recommend a series of

peels starting with a lower potency 20-to-30 minute glycolic, lactic, or salicylic peel. These treatments are non-invasive and require no recovery period. Results can be seen immediately, and improvement can really be remarkable over time.

E Can you recommend some Biophora products you couldn't do without?

JA Our DermaRich Moisturizer is seriously crazy. It could be one of the most hydrating, delicious formulations on the market. If I want to get rid of dullness, I use our Enzyme Exfoliating Mask, which is like a bunch of "Pac-men" that gobble up the dead skin, and follow it with the Multivitamin Freeze Mask—a super cooling, hydrating, calming clay concoction. Each skin category offers a range of products that our clients often feel was made just for them. We love helping people look and feel fabulous—something Biophora has taken pride in doing for more than ten years!

To locate the nearest physician's office where Biophora products are available and appointments for complimentary skin analyses can be made, contact the Biophora Head Office toll-free at 1-877-205-7778 or visit biophora.com. ©



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