

# Crown Hair And Beauty Introduces Biologique Recherche To Sri Lanka

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Cult brand and French skincare luminary Biologique Recherche is now available in Sri Lanka, exclusively at Crown Hair and Beauty.

Launched 35 years ago as a research and development laboratory by skincare professionals dissatisfied with what was then available in the market, the Biologique Recherche methodology has today gained a reputation for its clinical approach to beauty care using pure, concentrated, raw ingredients, as well as innovative procedures.

Created by Yvan and Josette Allouche, Biologique is now headed by the couple's son, Dr Philippe Allouche. The arrival of Biologique Recherche into the Sri Lankan market signifies a new era in skincare, as the brand offers a specific set of technologies that treat different skin care issues, offering in-depth and highly specialised skin care treatments.

The brand is perhaps best known for its Lotion P50 whose fans are said to include Brad Pitt, Tom Cruise, Jennifer Connelly, Madonna, Sharon Stone and the Olsen twins.

The Biologique Recherche philosophy is built on the pillars of authenticity and harmony, and every product in the range boasts high concentrations of botanical, marine and biological extracts, with no artificial fragrances.

The entire Biologique Recherche skincare line is available at Crown Hair and Beauty. Customers can choose to consult Crown facialists and purchase the products that are most suitable to their skin types, or can opt to experience the treatment in-house.