

Beat: Lifestyle

## **THE HOUSE OF ORLANE Has Been Creating LEGENDARY COSMETIC CARE Since 1947.**

### **FRENCH HAUTE COSMÉTIQUE**

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**USPA NEWS** - The House of Orlane has been creating Legendary Cosmetic Care since 1947. Valuable Skin Care with Extraordinary Textures contain the most Recent and Innovative Discoveries in Anti-Aging Cosmetics. Ever since the Firm's Creation, thanks to the Expertise of its Research Laboratories near Orleans, it has been producing the Skin Care Formulas based on a Truly Scientific Approach to Beauty, one that Perfectly Matches the Reputation of the French Manufacturing Label.

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Orlane has developed a Genuine Care Philosophy and an Unequalled Anti-Aging Complex, known as B21 Bio- Energetic Complex that makes it possible to launch the Key Mechanisms for a Youthful Skin. Combined with a Unique Know-How through the Institute, this Philosophy expresses the Quintessence of Total Expertise dedicated entirely to Beauty. It is the very Synonym of Excellence for the Most Demanding Women. Orlane is transmitted like a Secret for its Initiates, a Vision of Beauty that is able to Cheat Time.

- A Great Family Firm

For the Past Thirty Years, the House of Orlane has belonged to the Italian Cosmetics group Kelémata, which is 100% Family-Owned. The Company was founded by a Pharmacist who loved Plants and Nature; he relied on his Extended Family in which Each Member works for a Particular Brand using all their Skills and Enthusiasm. All have Beauty in their Genes and share with their Teams their Values of Commitment, Investment and Respect to develop Products of Outstanding Quality. Innovation in the Service of Beauty.

The Orlane Woman, Elegant and Demanding, is Exceptionally Open to Innovation and appreciates Orlane's Scientific Approach.

- An International Brand

The Orlane Brand achieves more than 80% of its Income Abroad. Its Products, Synonymous with Excellence, are distributed throughout the World.

- The Orlane Laboratories

Ever since Orlane was created, it has had its Own Research Laboratories and Production Facilities a 25 Acre Site near Orleans in France. As Specialists in the Most Advanced Cosmetology Research, the Orlane Laboratories have expanded their Field of Investigation though Collaboration with Two Associate Research Centers in Japan and Italy. This Independence enables the Supervision, Control and Mastery of Every Stage of Product Development from the Creation to the Manufacture of every Orlane Care Product. Each Ingredient is chosen with the Utmost Care and Attention to meet the Brand's Criteria of Excellence.

The Expertise of the Laboratories permits Perfect Mastery of the Optimal Dosage and the Synergies of Active Ingredients to achieve the Desired Efficacy, while ensuring the Safety and Harmlessness of Each Formula. By combining the Natural and Biotechnological Active Principles, the Orlane Laboratories develop Ultra- Advanced Care Formulas whose Effectiveness is proven.

- A Scientific Vision Of Beauty

Orlane has been in the Forefront of Research ever since its Creation working on the Latest Advances and Scientific Investigations with

a Single Aim in Mind – to restore the Powers of our Skin. The Latest Research in Chronobiology and Cutaneous Physiology, including the use of Sirtuins, means that each Skincare Formula offers Genuine Treasures of Innovation. This Scientific and Sensual Approach to Beauty is incarnated through Airy, Delicious, Comfortable and Delightfully Perfumed Textures that envelop the Skin in an Instant Feeling of Well-Being.

- B21 Bio-Energic Complex

As Pioneers in the Science of Anti-Aging, the Orlane Laboratories were among the first to base their Research on the Fabulous Energy Potential at the Heart of Cells to enable Skin to recover its Original Qualities. This Research resulted in the amazing Anti-Aging B21 Bio-Energic Complex. With its Three synergic Actions it energizes, firms and hydrates, making the B21 Bio-Energic Complex the Very Essence of Orlane Quality.

- Proven Efficacy

\* All the Formula are subjected to Skin Tolerance Tests performed by External Laboratories in order to ensure their Perfect Safety.

\* Product Efficacy has been proven through Research performed by a Clinical Expertise Institute authorized by the French Ministry of Health.

\* No Orlane Care Product finds its way into Female Hands before it has excelled in Every Measurement of Efficacy, Innocuousness and Total Safety.

\* These Measurements are Particularly Rigorous and are Performed Under Dermatological Supervision. Orlane chose, long before the Introduction of the New European Legislation, not to test its Care Products on Animals.

- The Institute

The first Orlane Institute opened as soon as the Brand was created, thus making it possible to maximize the Efficiency of Products and combine Pleasure and Sensuality. The Institute, situated at the Heart of Paris's chic 16th Arrondissement, in the Avenue Victor Hugo, is its very Incarnation. Here, Orlane's Exclusive Massage Method is used to reinitialize Skin by also enabling it to restore its Original Properties.

This Beauty Ritual combines Well-Being with Optimal Effectiveness for Exceptional Care. Recognized for its Expertise, Orlane marks its Partnership with Relais&Châteaux, and has chosen a Few Select Establishments throughout the World through which to transmit the Care Experience developed by its Institute. In the same way as the Establishment at the Avenue Victor Hugo in Paris, Orlane's Institutes and Spas throughout the World perpetuate this Know-How so that each Treatment becomes a Genuine Experience, combining Effectiveness, Emotion, Luxury and Sensuality. Spas throughout the World perpetuate this Know-How so that each Treatment becomes a Genuine Experience, combining Effectiveness, Emotion, Luxury and Sensuality.

- The Institute at 163 avenue Victor Hugo

The House of Orlane is at the Heart of Paris's Fashionable 16th Arrondissement and has created a Haven of Luxury bathed in Light. A Long Corridor, representing a True Transition between the Everyday World and the Orlane World of Beauty, opens into the Institute itself. An Interior Garden provides Natural Light, Freshness and an Atmosphere of Spiritual Rest. This Touch of Greenery is in the Image of Orlane's Care Treatments, Vectors of Regeneration and Cell Energy.

Inspired by the latest Anti-Aging Innovations, Orlane's Care Protocols offer the Quintessence of the Brand's Know-How. Our Beauty Consultants offer Spa Services of the most Sophisticated and Personalised Nature. The Hairdressing Salon, an Extension of the Beauty Moment welcomes you to care for your Hair. With their Special, Personal Service, each Moment spent at the Institute is an Instant of Well-Being and Perfection.

Source: Official Presentation of The Orlane Institute @ 163 Avenue Victor Hugo in Paris.

Event organized on June 9, 2022.

With the Presence of Raffaella GIRAUDI, Brand Director

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