



SKIN IN THE GAME

The latest launches from female-founded skin-care brands and what to expect in the year ahead.

By LAYLA ILCHI

4. Alchimie Forever Advanced Retinol Serum, \$99

"Our goal is to continue to democratize luxury beauty, making prestige skin-care products and active formulations more approachable and available. We do this through our messaging, focusing on the connection between skin care and self care, reminding consumers that taking care of one's skin is not for the Ladies Who Lunch, but an essential investment in one's self."

—Ada Polla, ceo