



## **Biologique Recherche Announces Partnership with Wellness for Cancer to Bring Face and Body Treatments to Cancer Patients and Survivors Worldwide**

New York, NY (May 10, 2017) – French skincare brand Biologique Recherche has partnered with Wellness for Cancer, a non-profit organization, to adapt facial and body treatments specifically to the needs of cancer patients, and those in remission. Starting in June, treatments will be available in the US and France, with plans to expand in over 70 countries making Biologique Recherche the only company adapting its methodology to all types of cancer patients worldwide.

“With the help of Wellness for Cancer, we are bringing to market something that should have been done a long time ago, bringing wellness and beauty to those who need it most and to those who cannot always afford it,” says Rupert Schmid, Chairman of Biologique Recherche. “Through this partnership, we are adapting our methodology and personalized approach to globally offer spa benefits to those who have been touched by cancer.”

Biologique Recherche is a global professional skincare brand accredited for its proprietary methodology, which has a reputation for astounding effectiveness based on a scientific and highly personalized methodology. The brand uses intentionally pure, concentrated and raw ingredients, as well as innovative and meticulous protocols and procedures.

Through Wellness for Cancer, Biologique Recherche is adapting their methodology to serve those who have been touched by all different forms of cancer by offering a selection of products and gestures for each client depending on cancer type, cancer therapy, surgery involved and long term conditions, like risk of lymphedema. Globally, together, they are rolling out comprehensive training programs inclusive of repeatable and standardized processes to ensure the following: authenticity of the brand, that services adhere to Biologique Recherche’s meticulous protocols, and that training offers the ability for therapists to personalize each client treatment.

For years, Biologique Recherche has provided facial and body treatments to its existing clientele with cancer, and through its community outreach program with their Paris flagship Ambassade de la Beauté and [Rose Magazine](#) (a bi-annual publication distributed by French non-profit organization, Rose). This experience encouraged Biologique Recherche to take a closer look on how to offer each guest facing cancer meticulously adapted treatments. This ultimately led to the decision to replicate this methodology across the 70 countries in which the brand operates with the help of Wellness for Cancer. Upon taking a closer look at trends, Biologique Recherche observed the following:

<sup>1</sup>American Cancer Society, Facts and Figures 2017

<sup>2</sup> SEER Data 2019-2013

<sup>3</sup>National Cancer Institute 2017

- The typical Biologique Recherche client profile, aged 40 and over, mirrors the estimated cancer risk and prevalence data of US cancer survivors as reported by the American Cancer Society<sup>1</sup>. Specifically, as women and men age beyond 40, the risk of cancer increases significantly<sup>2</sup> as 48% of all cancers survivors are diagnosed between the ages of 40-69<sup>1</sup>.
- While Biologique Recherche currently estimates that individuals touched by cancer represent 10% of its client base, it expects this proportion to increase, as National Cancer Institute estimates 31% growth in US survivorship from 15.5 million in 2016 to 20.3 million in 2026<sup>3</sup>.

“It is important to see individuals beyond diagnosis or situation. We inspire compassion and focus on providing a personalized treatment for every person, no matter their current situation,” says Julie Bach, Executive Director, Wellness for Cancer. “This partnership is a crucial step for those dealing with cancer and their physical and psychosocial side effects. Wellness for Cancer and Biologique Recherche are dedicated to quality training, products, and personalized care.”

Those affected by cancer often face various side effects from cancer therapies and therefore, the understanding to provide personalized facial and body treatments is shared by Biologique Recherche, Wellness for Cancer, and echoed by the medical community involved in Wellness for Cancer training.

“For premenopausal women, the effects of treatment may cause some to breakout while also experiencing intense dryness. For post-menopausal women, I emphasize their skin is extremely dry... losing elasticity and vitality, which also facilitates wrinkles,” says Dr. Virginia Borges, MD, MMSc, Deputy Division Head, Medical Oncology, University of Colorado School of Medicine. “These women are often frustrated when they look at themselves in the mirror. They have gone through tremendous body changes between surgery and hair loss, so when they look at themselves, they feel that it’s not even ‘their’ skin on their face looking back at them. These are people who could very much benefit from the expertise of those in the field to help them manage the side effects.”

Biologique Recherche recognizes that all of its clients, particularly those affected by cancer, benefit from a highly customized facial and body treatment. As a global brand, the leadership team is committed to offering treatments within each country, including partnering with local charities to reduce barriers of access to underserved individuals.

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<http://www.biologique-recherche.us> | <http://www.wellnessforcancer.com>

<sup>1</sup>American Cancer Society, Facts and Figures 2017

<sup>2</sup> SEER Data 2019-2013

<sup>3</sup>National Cancer Institute 2017

**About Biologique Recherche**

Biologique Recherche is a premiere French brand that offers an extensive range of skincare products and individualized treatments that are suited for both men and women's needs. Containing high concentrations of active ingredients and free of fragrance, products are cold-formulated in small batches at the Biologique Recherche laboratories in Paris. Biologique Recherche provides an unparalleled spa experience by offering a truly hyper-customized approach to the skin instant of each guest. For 40 years, Biologique Recherche's unique methodology has built a strong reputation for astounding effectiveness based on a clinical approach to skincare, delivering immediate and long lasting results. Biologique Recherche is the partner of choice in over 77 countries for exclusive medical spas and day spas in addition to the world's premiere hotel spas. For more information, please visit [www.Biologique-Recherche.us](http://www.Biologique-Recherche.us).

**About Wellness for Cancer**

Wellness for Cancer is a 501c(3) that is committed to assisting individuals improve their quality of life, reduce skin and body side effects from cancer therapy and increase mental well-being from a journey with cancer. The organization is recognized globally for bridging the medical world with the world of wellness to co-create evidence-based guidelines and standards. Wellness for Cancer has provided cancer-focused consulting and training to thousands of staff members in spas, wellness centers, hospitals and non-profits throughout the United States, Europe, Mexico, Canada, and India. For more information, please visit [www.wellnessforcancer.com](http://www.wellnessforcancer.com)

<sup>1</sup>American Cancer Society, Facts and Figures 2017

<sup>2</sup> SEER Data 2019-2013

<sup>3</sup>National Cancer Institute 2017