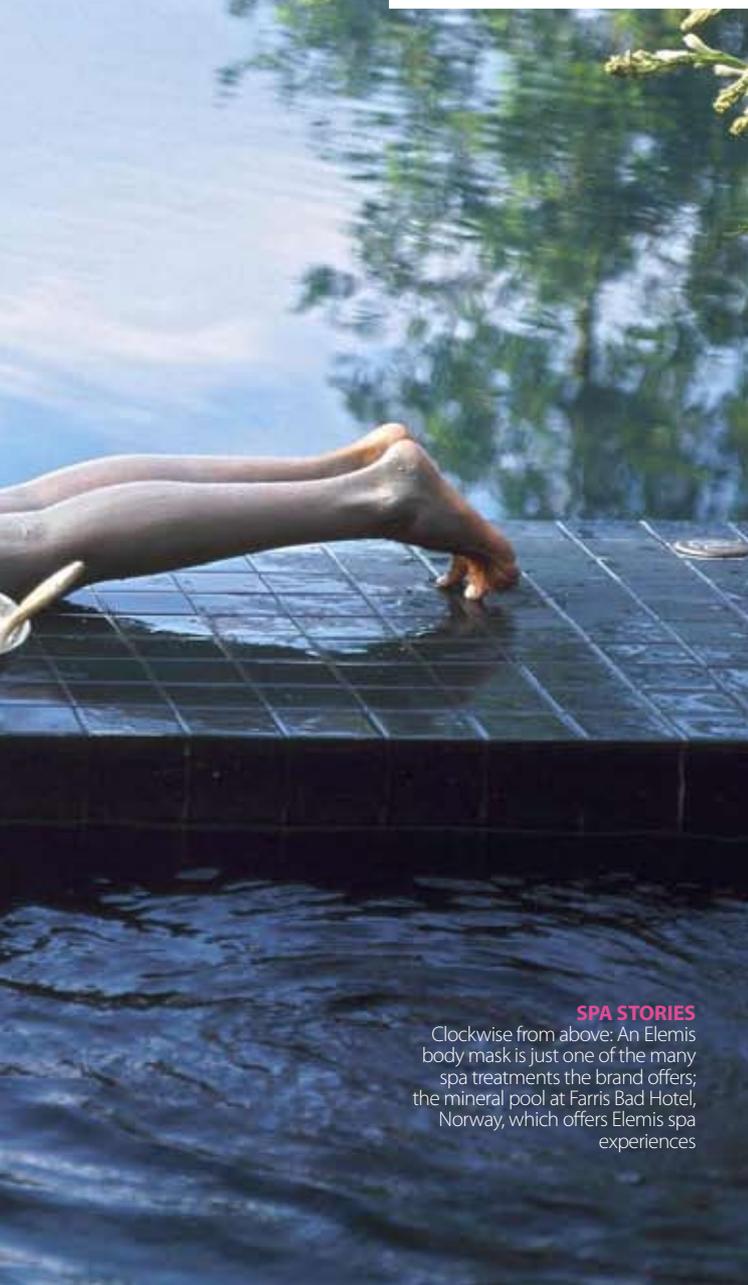
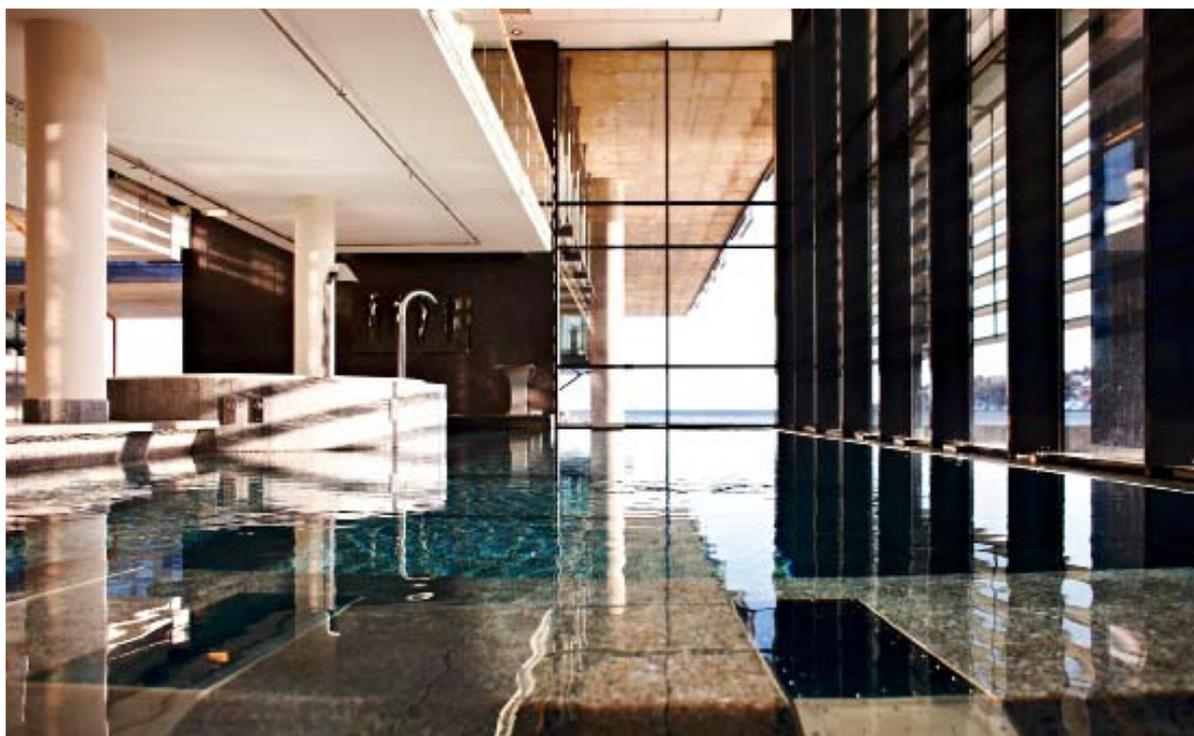


Eternally Elemis

Nikki Dodds meets the three beauty experts behind everyone's favourite skincare brand as it gears up to celebrate its 20th anniversary





SPA STORIES

Clockwise from above: An Elemis body mask is just one of the many spa treatments the brand offers; the mineral pool at Farris Bad Hotel, Norway, which offers Elemis spa experiences

Elemis' London HQ is a bustling hive of activity when I drop by, as balloons, cupcakes and goodie bags packed with products are scattered around the office – all leftovers from the brand's successful 20th anniversary celebrations earlier that week. Everyone is in good spirits, and still in the party mood as they flick through the party coverage in magazines and newspapers and chat about how well the celeb-packed festivities had gone.

Amid this happy chaos, I am greeted by Elemis' director of product development, Noella Gabriel, who, although it's only 9.30am, has already had quite a day. As we sit chatting over tea, she tells me of today's schedule of breakfast meetings, interviews and, most importantly, her young daughter's birthday celebrations. It sounds hectic, but as we are joined by Oriele Frank, director of marketing, I realise that 'busy' is how these ladies like to be – Oriele quickly apologises that she may have to dash off for an interview with top American fashion magazine *W*. But this is all just a day in the life of the brand that, over the last 20 years, has not only created award-winning skincare but is also the brand of choice for every skin-savvy woman's bathroom shelf. So, how have they achieved it?

THREE OF A KIND

Perhaps it's because, alongside managing director Sean Harrington, the trio who founded Elemis all those years ago are still the same people who oversee the company, and their original passion for giving the client exactly what they need has never faded. 'When I am developing products and treatments I am always thinking of our consumer,' Noella says. 'And because we have consultations at every part of the Elemis journey, I know exactly what they want from our products and can develop them accordingly.'

For Elemis, the consultation, the product and the spa therapies go hand-in-hand, as Noella's approach has always been to create a treatment and then use it as the platform for the Elemis product. However, anyone who has ever stepped foot in an Elemis spa will know that, while the brand may always be learning from its customers, the atmosphere inside isn't one of constant questioning. It's silk drapes, soothing music and calming scents. This is all thanks to Oriele, who used her love of rich textures and Eastern cultures for inspiration when she created the day-spas in London, Miami and Hong Kong, as well as those at Heathrow.

ALWAYS EVOLVING

With six new products launched every year, Elemis is one of the more treatment-focused brands in the beauty industry, and so is fully aware of the need to keep one step ahead of the pack. 'While we're all about the spa treatments, our main focus is in always evolving and pushing boundaries

while making a difference to the customer experience,' states Noella. 'The evolution of the brand was one of the reasons I commissioned clinical trials for the Pro-Collagen Marine Cream.'

For the uninitiated, Elemis' Pro-Collagen Marine Cream is part of the brand's anti-ageing system and is clinically proven to make a difference to the skin. It has won countless awards, is every beauty journalist's favourite wonder-product (including mine), and can now be found in the new Elemis set on page 71. After recognising its success, Noella went on to launch the Elemis Visible Brilliance Facial, putting it through clinical trials and seeing the final product raise the bar when it came to the standard industry facial.

ELEMIS, BRITISH AIRWAYS, AND AN EXCITING FUTURE

As well as the spa and award-winning products, the team are particularly proud of the relationship with British Airways. The Elemis spas are situated in the Galleries Lounges of Terminals 3 and 5, and their 15-minute treatments are proving to be a huge success with both business and leisure travellers. Consequently, Noella has developed a range of special solutions for the BA traveller. The Elemis products in Club World (as well as the collection on page 71) have all been created around an aromatic experience, something Noella believes is hugely important when it comes to being on the move. 'When travelling, I feel that aroma is the best way to calm the senses. When I was creating these travel products it was important to me to bring a bit of aromatic magic to the journey, as travelling can so often be a tiring experience.'

So, as the 20th anniversary celebrations go on all year, 2010 is going to be one heck of a party, but what can we expect to see from Elemis in the future? Managing director Sean Harrington tells me that he's particularly excited about the arrival of the Elemis Spa Bus. 'The double-decker bus was an idea we came up with to get out onto the road and celebrate our milestone with our customers. We want to get our products into the hands of as many people as possible, and we are going to be everywhere!' He goes on to explain that over the summer people can come and say 'hello' to the brand at over 90 different events all across the country. They will be backstage at Glastonbury, Virgin V festival, the Ryder Cup, EuroDisney and many other venues, which will include school fêtes. You can pick up samples, buy a specially designed goodie bag and even have a treatment on the top deck!

CHARITY

As well as getting out and about, Elemis is expanding its charity work during this year of festivities, and has been working with an organisation that Oriele is particularly keen to support – Mothers4Children. 'It is such a wonderful charity that was founded by celebrity mums Lisa B and Yasmin Le Bon as a way to support underprivileged children,' says Oriele. 'They have been using their profiles to raise funds for existing charities such as f.r.o.d.o, which helps disabled orphans in developing countries, and an inner-city London charity called Kids Company, which is run by an amazing woman called Camilla Batmanghelidjh. Not only does she offer a place of refuge for over 14,000 London kids, but she has also set up The Heart Yard Therapy House, a sanctuary that offers massage treatments to these children. Camilla recognised that touch is imperative when soothing troubled youngsters, and they are currently offering over 500 massages a month, something I think is truly commendable and something that Elemis is over the moon to be involved with.'

From buses to air travel to day-spas and constantly evolving products, 2010 is most definitely a year of celebration for Elemis and, really, who could blame them for wanting to shout about the brand from the rooftops? As Sean says: 'We've gone from being a brand that was once simply stocked in UK spas and salons to one that offers over 6.5 million treatments a year, creates award-winning products, gives 4,000 treatments a month in our Terminal 5 day-spa, and is available in over 45 countries. I think it's quite an achievement'

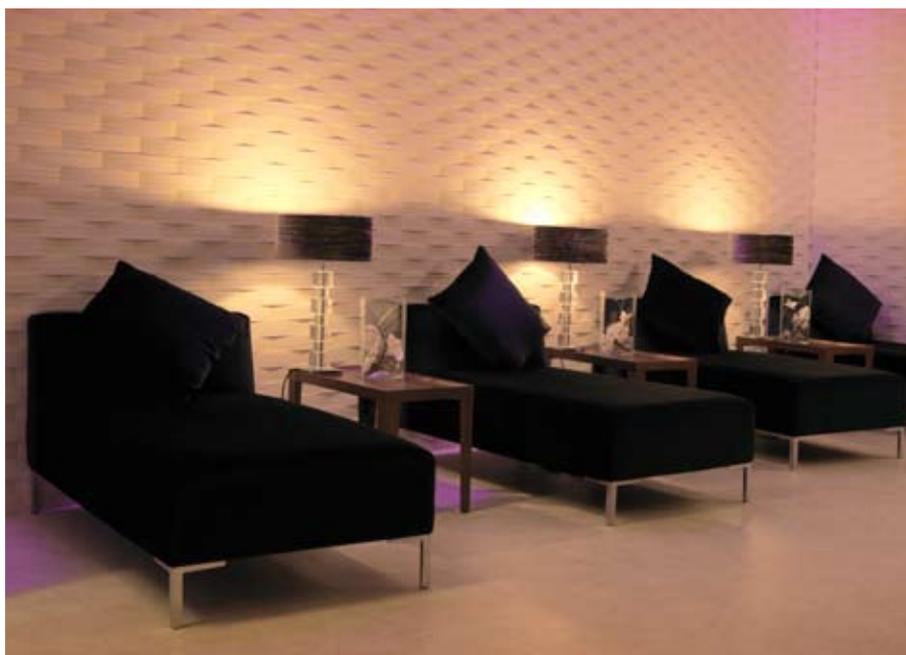
Go Shop!



RELAX AND UNWIND

Clockwise from bottom left: The Elemis Five-Piece Award Winners' Collection; page 71/£35; Mothers4Children founder, Yasmin Le Bon; director of marketing Oriele Frank, managing director Sean Harrington and director of product development, Noella Gabriel; Elemis treatments are on offer at Phuket's JW Marriott Resort and Spa; the relaxation area in Terminal 5's Elemis spa





The Elemis day spa in Terminal 5 gives over 4,000 treatments every month and 6.5 million Elemis spa treatments are given worldwide every year



WIN!

20 readers can win Elemis goodies worth over £200

To celebrate Elemis' 20th anniversary, 20 lucky *High Life Shop!* readers can win over £200 worth of Elemis products each. Each prize is: 1 x Pro-Collagen Oxygenating Night Cream (50ml); 1 x Pro-Collagen Marine Cream (50ml) and 1 x Exotic Frangipani Monoi Moisture Melt (100ml). You could be pampering yourself with these products in no time! All you have to do is visit highlifeshop.com/elemis and answer this simple question: How many treatments does Terminal 5 give every month? a) 2,000 b) 3,000 or c) 4,000. Terms and conditions apply; see website for more details. Closing date for the receipt of all entries is 30 June 2010.