

# BEAUTY

FASHION<sup>®</sup> Vintage 1917

VOLUME 100 ISSUE 1  
JAN / FEB 2017  
BeautyFashion.com



# BEAUTY FASHION

President & CEO **GEORGE LEDES**  
[gledes@beautyfashion.com](mailto:gledes@beautyfashion.com)

Editor-in-Chief **CHRISTINE SCHOTT LEDES**  
[christine@beautyfashion.com](mailto:christine@beautyfashion.com)

Managing Editor **DAN CASTIGLIONE**  
[daniel@beautyfashion.com](mailto:daniel@beautyfashion.com)

Art Director **KATIE CHENG**  
[katie@beautyfashion.com](mailto:katie@beautyfashion.com)

Contributing Fashion Editor **JIHAD HARKEEM**  
[jharkeem@beautyfashion.com](mailto:jharkeem@beautyfashion.com)

Special Projects **DEBRA DAVIS**  
[ddavis@beautyfashion.com](mailto:ddavis@beautyfashion.com)

Editorial Assistant **STEVE SHARPE**  
[steve@beautyfashion.com](mailto:steve@beautyfashion.com)

Contributing Editors  
**TROY ALEXANDER**  
**DOREEN BLOCH**  
**LARA EURDOLIAN**  
**SCOTT KANTER**  
**CARRIE GEBERT-KAPLAN**  
**DON LOFTUS**  
**SUE PHILLIPS**  
**JEANINE RECCKIO**  
**JOSEPH ROBERT**  
**MARC ROSEN**  
**MEREDITH SCHOTT**  
**TYLER STAFFORD**

Contributing Photographers  
**PATRICK MCMULLAN**  
**ERIC T. MICHAELSON**  
**ANNIE WATT**

Accounting  
**RICHARD REED**  
[accounting@beautyfashion.com](mailto:accounting@beautyfashion.com)

Publisher and Editor Emeritus **JOHN G. LEDES**

BEAUTY FASHION  
85 FIFTH AVENUE, 7TH FLOOR  
NEW YORK, NEW YORK 10003  
[WWW.BEAUTYFASHION.COM](http://WWW.BEAUTYFASHION.COM)

8 BEAUTY FASHION



Patrice Breyse at the U.S. Launch of Swisscosmet's Cellcollagen Face and Neck

## Feel the Beauty

GA-DE's high-performance make up collection consists of natural creams, quality ingredients and bold colors.



# GA-DE



**DISCOVER THE GA-DE WEBSITE**

AND ENJOY

**\*25% OFF**

**ALL PURCHASES**

Coupon Code: **GIFT25**

[www.gadecosmetics.com](http://www.gadecosmetics.com)

\*Expires March 31, 2017

# PATRICE BREYSSE

*Hosts U.S. Launch of*

## SWISSCOSMET'S CELLCOLLAGEN FACE AND NECK

*Photography by Patrick McMullan*



Swisscosmet Corp. President Patrice Breyse and Zoe Bullock



Dr. Silvia Girlea, Patrice Breyse and Chandra Meier of Swisscosmet Corp.



Heidi Hernandez and Liz Taylor



Emanuele Fiore and Dr. Shawn Sadri



Dr. Silvia Girlea and Evita Zhang



Patrice Breyse and Dan Castiglione of Beauty Fashion

Patrice Breyse held a cocktail party to celebrate Cellcosmet CellCollagen Face and Neck U.S launch on the Upper East Side of New York City on Thursday, January 19th.

Guests including Emanuele Fiore, Dr. Shawn Sadri, Jane Scher, Chandra Meier of Swisscosmet Corp., Christine & George Ledes of BEAUTY FASHION & Cosmetic World, Cheri Kaufman, Royce Pinkwater and R. Couri Hay, admired the artwork on the wall of the Penthouse while sipping prosecco and enjoying Hors d'oeuvre.

Midway through the celebration, Swisscosmet Corp. President Patrice Breyse thanked guests for attending, and introduced Dr. Silvia Girlea who discussed the development of 'CellCollagen Face and Neck,' a set of ultra-pure collagen masks enriched with a revitalizing cellular serum. The set contains four ready-to-use masks and four phials of cellular, hydra-firming Ultra Intensive Elasto-Collagen-XT skincare treatment that helps to intensively revitalize skin, redefines facial contour, maintain skin firmness, and deliver intense and immediate hydration.

Cellcosmet is a skin care range especially formulated for women. Packaged in white, red-topped boxes and stamped with the Swiss cross, the Cellcosmet packaging embodies both the purity of the creams and the vitality of the active stabilized bio-integral cells contained within them. Specifically formulated to combat the effects of ageing and to maintain the appearance of young, firm and revitalized skin, the Cellcosmet treatment range for women offers targeted solutions of unrivalled efficacy. For additional information please visit [www.cellap.ch](http://www.cellap.ch).



cellcosmet  cellmen  
Switzerland



Cellcosmet and Cellmen travel gift sets are available on [www.cellap.ch/](http://www.cellap.ch/) and at Saks Fifth Avenue for \$350.00.