

6 May 2019

Dolce Vita · Beauty

Swedish ALLÉL and Swiss Concept Clinic join forces to fight skin aging



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Founded in 2005 by doctors Anne Wetter and Elisabeth Hagert, ALLÉL is a Swedish company developing DNA-based healthcare and skincare products.

As recent studies suggest that about 60% of skin aging is due to genetic factors, ALLÉL introduces an innovative solution consisting in a whole range of anti-age cremes.

“ One step ahead of the products currently available on the market, this treatment provides a highly-customized solution as for anti-age cremes ”

as pointed out by Dr. Kai-Uwe Schlaudraff, a member of ALLÉL'S Scientific Committee.

A simple procedure ensures that every patient receives the most suitable crème for them: first, a DNA sample is taken from a drop of saliva, then sent to a lab to be examined on the basis of 16 criteria held responsible for skin aging (characterized by a decrease in collagen, irritation and pigmentation).

Having meanwhile proceeded to a professional evaluation of the patient's skin and lifestyle, Concept Clinic in Geneva receives the results of this examination, and further analyzes and assesses them in order to obtain an overall "skin score", which allows to identify the ideal product from the ALLÉL range for each specific patient.

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Editorial

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