

SUZANNE DE PARIS: COSMETICS FOR EVERYBODY

by K.T. Maclay

The Comtesse Suzanne de Paris specializes in such a wide range of skin care and cosmetic treatments, that those who know her tend to think that she does do cosmetics for everybody. The truth is that Suzanne de Paris, President and Proprietor of Suzanne de Paris Produits Et Institut De Beauté International Corp. does skin care for everybody, cosmetics for lots of people, and a French perfume for the incurably romantic.

At her headquarters at 509 Madison Avenue in New York City, there are products for men and women; products for black, white or Hispanic skin; products for young and old. In other words, if you're human and you're breathing; there's probably a product that has your name on it there.

And you don't even have to visit the Salon itself to profit from the Comtesse's years of experience with naturally based treatments for the skin and psyche. You can get whatever you need (including full, detailed instructions on how to use it) by mail.

Industrious to a fault, Suzanne de Paris spent years with internationally famous cosmetic companies. She's done extensive research in Europe and the Middle East and has been acknowledged by the New York Times, Vogue, Harpers Bazaar, Town and Country and other



Suzanne de Paris

publications. Her methods and treatments however, are completely her own. Many of them, in fact, are based on her belief that underneath skin of any age there is a moist translucent skin that is constantly growing and renewing itself. To supplement the health and radiance of this young skin (according to a recent brochure) Suzanne de Paris products "prevent weather, atmosphere, and central heating from drawing away the skin's precious moisture" and keep young skin soft and supple.

Suzanne de Paris has perfected a beauty care ritual which includes deep pore cleansing and face treatment, day treatment, night treatment, rejuvenating sluggish cells with heat and vitamin rich oils and creams, peeling and revitalizing dead cells and vacuuming, and ampoule treatment for acne scars, stretch marks, wrinkles and cellulite.

The products themselves are

both interesting and not inexpensive. A 1-ounce jar of Cream Bonjour day moisturizer enriched with shark oil retails for \$25.00. A six-vial box of a placenta-enriched oil mask called Revitalizante Placentaire (5 ml. each vial) retails for \$200.00. A 1.7 ounce jar of turtle oil cream (Cream A L'Huile de Tortue) retails for \$50.00.

Her perfume, Sensation by Suzanne de Paris, sells for \$150.00 an ounce, and has enjoyed a favorable mention by First Lady Nancy Reagan on the event of her receiving it as a present last year.

With simple, but elegant, white and silver packaging designed by Pierre Dinand, her products made their debut in 1974 since which time the idea of total, head-to-toe beauty has become more than an indulgence of models and socialites, but a basic necessity of working women everywhere.