

Luxury Skincare Brand L'Abelâge Solutions launches in the UAE

Beauty enthusiasts are invited to discover high quality range at Beautyworld MiddleEast

Luxury skincare brand, L'Abelâge Solutions is set to make waves as it launches in the United Arab Emirates at Beautyworld Middle East, the region's largest international trade fair for the beauty industry.

L'Abelâge Solutions is a game-changing skincare brand made in France and founded seven years ago with a philosophy of "more is more". The range features not one, but three luxurious ingredients of the highest quality: black caviar, 24-carat gold and pearl powder.

Pearl powder is extremely powerful in reducing sunspots and clearing pigmentation, leaving the skin luminous and healthy, while black caviar has plumping and regenerative powers. Combined with 24-carat gold and other carefully selected ingredients, L'Abelâge offer extremely effective cosmetic products.

President of L'Abelâge Solutions, Matjaž Marinšek, explains the brand's journey and his discovery about how much premium ingredients are really included in other products on the market.

"I was shocked to discover that many brands who boasted black caviar or pearl powder only included a minute amount in their products. That's why we decided when comes to your skin, you can never care too much. We didn't want to make a single compromise when creating our range," says Matjaž.

"When integrated more liberally, luxury ingredients have incredible effects. This is why we chose to integrate generous amounts of these exclusive components – despite the cost – to create superbly powerful, high-quality products."

The range includes 10 products for the face, hands and body, from the Wrinkle Repair serum and Anti-Wrinkle day cream to Night Regenerative cream, a Firming Eye and Neck cream, Intensive Facial mask and more.

L'Abelâge experts have mixed hyaluronate (Hyaluronic acid), two types of peptides and snail slime filtrate (helix aspersa) – an extreme multitasking ingredient that supports skin renewal processes and provides lasting moisture. Many more extracts from nature's treasure trove are included such as Brazilian cress, the rare immortelle plant known for restoring and hydrating the skin, along with hibiscus, aloe vera, calendula and green tea to create unique and rejuvenating products.

With a stand at Beautyworld Middle East, beauty enthusiasts are invited to visit the stand to discover the range and witness the incredible effects of these luxury products for themselves.

"We don't believe you can pamper yourself too often. From luxurious active ingredients such as 24-carat gold, salt from the Dead Sea, not one but two types of peptides to packaging made of brushed Milanese glass, more is more," adds Marinšek.

“Women in the UAE have a real appreciation for luxury beauty products and a willingness to discover new brands. They love natural ingredients and with the many, indulgent and next-level luxurious spas in the country, they've mastered the art of being pampered.”

L'Abelâge will be showcasing its luxurious products at Beautyworld Middle East, **Hall 4, Booth E28**, taking place from 28 to 30 October at the Dubai World Trade Centre.

All L'Abelâge products have been scientifically tested by an independent and internationally certified laboratory and UAE registered.

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About L'Abelâge Solutions

L'Abelâge Solutions is a luxury skincare brand made in France and founded five years ago by Matjaž Marinšek with a philosophy of "more is more". Without making a single compromise to quality, the brand's principles revolve around effective results with the utmost attention to luxury. In choosing the highest quality ingredients, the brand has created scientific and consistently perfective beautifiers that one's skin will simply fall in love with. Follow L'Abelâge Solutions on [Instagram](#) and [Facebook](#).