

RUSSEN

*Jamie
Bochert*

IMAGIN
GINE

THE 10 COMMANDMENTS

The simple things in life,
they're all we've ever wanted.
We explore the fine details of
Chanel's new solution.

WORDS Ellen Presbury



When I began writing this, I was going to tell you about the time I found the perfect pair of jeans. The kind that solved all my sartorial problems in one slimming, body-perfecting cut. Except I never found them. The fit on the thigh never matches my hips. The length is wrong and if they look good you can bet they're uncomfortable. I tend to avoid wearing them, never quite mustering the mental stamina needed to get through a day of discomfort. All this despite the fact jeans should be the simplest of wardrobe staples. And herein lies my point: simple things are hard to perfect.

For Chanel, perfecting a simple idea – a moisturiser specifically designed for sensitive skin – took four years and 117 different formulations before they landed on the final product: La Solution 10 de Chanel. After speaking with Dr Amy Wechsler, consultant dermatologist and psychiatrist to Christian Mahé, head of Chanel Research & Technology, and Melanie Grant, skin expert for Chanel Australia, it's easy to understand the time and skill needed to create a product so pared back and minimalistic yet effective. “Our idea and overriding principle for this cream was that each ingredient did something important,” Wechsler explains. Stripped down to just 10 ingredients, La Solution 10 is moisturising and soothing while maintaining a luxurious quality.

Here, we're in conversation with Wechsler and Grant on the process of creating La Solution 10, the mind-beauty connection, and taking it back to the simplest of details.

What was the inspiration behind La Solution 10?

Amy Wechsler: The first time I met Christian Mahé I knew

already that he was very respected and very experienced. I didn't know how he felt about a dermatologist and a psychiatrist who didn't have much of a lab background. When I met him, he told me that he had already read my book and that he loved the combination of dermatology and psychiatry because he loved the internal-external combination, and he was open to working on a product together, bringing in his experience of the industry and product creation. He's open to new ideas and was willing to take the time to do something different. And that just started our dialogue and our professional relationship of going back and forth and, “what do you think about this?”, and he'd come back to me with “what do you think about this?”

Christian allowed for plenty of trial and error. There were times we had to go back to the drawing board and Chanel was willing to do that. It takes leadership to be in that kind of process. Christian was the one at the helm who made sure that we were all focused on creating the best product possible. He was really patient and supportive of letting the project evolve. He allowed the scientific process to take place. And that was a real gift.

How did you come to choose the final 10 ingredients in the formulation?

AW: The final 10 ingredients were selected through a true scientific process. The process of formulating a product with the Chanel Research & Technology labs was fascinating, and I learned a lot about the composition of a product. In the end, the right formula was selected based on how it satisfied our criteria

for soothing sensitive skin, protecting it from aggressors and providing long-lasting hydration.

La Solution 10 contains Silver Needle tea extract. What benefits does this have for the skin?

Melanie Grant: Silver Needle tea extract is a powerful antioxidant. The extract protects the skin from free radical damage along with anti-inflammatory properties to calm and soothe stressed, sensitive skin.

Are more simplified skincare products inherently better for the skin?

AW: Not necessarily. For skin that is reacting with signs of sensitivity, or chronically sensitive skin, a product with minimal ingredients is beneficial. Many other products with more ingredients provide other benefits. I like to think of Solution 10 as a ‘tool kit’ product that everyone should have in case of sensitivity. If you have sensitive skin, Solution 10 can be added to your daily skincare regimen. If you have temporarily sensitive skin, Solution 10 can be used as an SOS product – a pause in your regular regimen.

MG: For those with sensitive skin ... A good rule of thumb is no more than three products per application. This reduces the risk of overstimulating the skin along with causing any product interactions.

How and when would you recommend using La Solution 10?

MG: La Solution 10 may be used both morning and night, in conjunction with your existing skin care. Apply to the face, neck and décolletage after cleansing.

What is the most common mistake you see clients making when it

comes to their skin care?

AW: There are a few: smoking, lack of sun protection, and over-scrubbing their skin with harsh cleansers or devices are all common skincare mistakes.

What steps can we take to make our skincare more effective?

MG: Ensure that you are using the right products for your specific skin type, condition and concerns. Be consistent and faithful to your regime. Take a common sense approach to skin care and be sure to eat well, get a sufficient amount of sleep and protect your skin from the sun. Avoid stress, too much alcohol and don't smoke.

What is your beauty philosophy?

AW: I look at beauty from both the inside and the outside, because I know that they are inextricably linked. I'm both a psychiatrist and a dermatologist. I trained in both specialties and I'm board certified in both. I'm interested in treating the most external organ, the skin, and the most internal one, the brain. I find the connections between the two to be interesting and infinite. The mind and body are intertwined when it comes to treating skin. I feel like I get to treat patients as a whole, that I get to take care of people in their entirety because I think about not only their skin, but also what's going on in their lives, in their minds, at work, their stress levels, their relationships, how they're sleeping, how they're feeling. I take time to understand what is going on in my patients' lives and this informs my suggested beauty regimens for each individual. 🌿