



*“Everything is about how you live your life, a balance of everything. Skincare is only one part of the equation. A good routine, eating healthy, sleeping, enjoying your life. All of this is important.”*

“IT’S TIME FOR THE BEAUTY INDUSTRY TO CLEAN UP,” SAY VICTOIRE DE TAILLAC AND RAMDANE TOUHAMI, the creative minds behind L’Officine Universelle Buly, a rebooted version of a French apothecary originally founded in 1803, by perfumer Jean-Vincent Buly. In 2014, the Paris-based pair modernized the formulas—removing outdated ingredients (parabens, phenoxyethanol, solvents) while still preserving the nineteenth-century emphasis on plants and the quirky product assortment (see: tongue scrapers, colloidal silver cleansing waters, aldehyde scented stones).

Having built their empire—Buly has 15 chic, old-world-inspired shops around the globe—the pair are content to put the power of the apothecary in the hands of their beauty enthusiasts. A line of plant oils, clays, and powders comes in raw form—to

allow shoppers to mix up personalized formulas attuned to their specific skin types. For inspiration, de Taillac and Touhami published *An Atlas of Natural Beauty*, “which teaches you the different properties of natural products and how you can use them to get the best of them,” explains de Taillac.

Outer beauty is only part of the equation, though. “Wellness should not be only about massages and detox. Beauty is a lifestyle,” says de Taillac. “It’s about a good routine, eating healthy, sleeping, enjoying your life. All of this is important.” At home, the pair pursue their passions (de Taillac is a “keen gardener” and Touhami “loves boxing”). In the end, both embrace a classic, very French style of wellness. “Everything is about how you live your life, a balance of everything,” says de Taillac. “Enjoy taking care of yourself, feeling good in your own skin.”

← Ramdane Touhami (pictured, left) and Victoire de Taillac (pictured, right), the creative forces behind the modern Parisian apothecary brand L’Officine Universelle Buly.

→ Buly’s ancestral beauty line takes inspiration from the ancient wisdom and hygiene habits of diverse civilizations, and features everything from hydrating plant oils and butters to raw powders and stone tools.

→→ L’Officine Universelle Buly’s modern apothecary shops in Hong Kong (p. 50) and Tokyo (pp. 52/53) are designed for experimentation and exploration.



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