



*Simplicity as a starting point*

# Valmont

A name that inspires all those who are attentive and caring, those who want to take care of their skin, so beautiful and so fragile at the same time... Through them and their love for this brand, it is the whole universe of Mrs. Sophie Vann Guillon, CEO of Valmont, that is expressed.

By Helena Perdoux-Frances

**A**t a time when science is controlled and framed, Sophie Vann Guillon dares... with tolerance and curiosity, she has succeeded in making VALMONT a brand that is certainly at the forefront, but which respects human and nature, because one cannot breathe without the other. VALMONT's DNA is based on these few words and, above all, on the word that binds them together: respect. Sophie Vann Guillon looks at nature in its entirety... plants, minerals and above all the way it works are the source of her reflection and the basis of her creativity. Her strength also lies in her interest in science and her ability to get the best out of everything. With its breathtaking panoramas, clean air and crystal-clear glacial spring water, Switzerland offers the best conditions for the development of high-quality cosmetic products. It is in this privileged environment that VALMONT discovers nature's best-kept secrets and exploits their healing properties.

## VALMONT, A BRAND THAT EVOLVES WITH THE TIMES

Evolving, yes, but on the basis of a living memory. In 1905, Clinique VALMONT was born in the midst of grand buildings that reflected the architectural era. Situated above Montreux, it immediately attracted all the Gotha of the time, benefiting from the reputation of the pure Swiss air and the craze for the first sanatoriums. These were places where people went to recharge their batteries and fast, to stimulate the immune system while bringing hydrotherapy up to date. That's how Clinique VALMONT was born at the beginning of the 20th century. It attracted all the personalities of the time, crowned heads and movie stars, and became the place to be. In 1985, the renowned cosmetologist Nadja Avalle made a revolutionary discovery, combining the best

of nature and science in patented formulas to counteract the signs of ageing, and developed the VALMONT range of cellular cosmetics. True to the concept of cellulotherapy, VALMONT extracts two molecules with exceptional properties from the heart of the cell: DNA and RNA. This shock duo stimulates and strengthens cells weakened by the years or environmental aggressions to reveal a sublime and radiantly youthful skin.

## VALMONT'S STRENGTH ALSO LIES IN THE SPIRIT OF THE TIMES

One of Mrs. Vann Guillon's ideas concerns the evolution of the way women and men look at cosmetics. At a time when aesthetic medicine is an integral part of care, it is clear that cosmetology must complement it by treating the health of the skin. For this reason, no medical revolution escapes her.

*"Young people appreciate VALMONT, which has managed to appeal to them in a very contemporary spirit of respect for nature, a nature that is integrated into the philosophy of my "special youth" ranges and in line with the brand"*

## VALMONT'S FLAGSHIP PRODUCTS

VALMONT skincare products are the synthesis of the best Swiss ingredients and scientific expertise in cellular anti-ageing cosmetics. These proven formulas stimulate cell renewal while hydrating and revitalising the skin. The famous best-seller Prime Renewing Pack, a radiance-boosting mask for our natural beauty, especially during the hormonal changes, is indisputable proof of this.



## NO BESTSELLER WITHOUT A RITUAL

Sophie Vann Guillon is happy to share her morning ritual made up of VALMONT bestsellers...

- The Prime Renewing Pack.
- For dehydrated skin, the Moisturising Booster serum with 3 types of hyaluronic acid.
- The Serumulsion, a fine emulsion with the richness of a serum.
- The Moisturising with a cream, a cream with a maximum of moisturising agents.

An ideal ritual could be a simple serum and cream, without forgetting the eye contour, especially with the best-selling l'Elixir des Glaciers Vos Yeux. The Time Master Intensive Program, anti-ageing treatment will regenerate your skin overnight. An opportunity to enjoy the DetO2x range, the latest creation from VALMONT... a whipped and oxygenated texture, fresh and rejuvenating.

The DetO2x Cream, a detoxifying, oxygenating cream that stimulates cellular oxygenation and enhances the complexion, is complemented by the DetO2x Eye, an eye contour cream essential for revitalising the eyes and reducing dark circles. The complexion is not left out with the DetO2x Pack, the oxygenating bubbles of this mask are only there to illuminate the complexion.

## LA MAISON VALMONT, A CONCEPT AT THE SERVICE OF ART

Art is an integral part of the universe of Didier Guillon, President of the Valmont Group, himself an artist and designer. The creation of La Maison Valmont flagship stores is therefore a logical step. A trendy boutique presenting all the creations signed by Sophie Vann Guillon in an artistic setting designed by Didier Guillon. Expert advice on home care and beauty tips, professional treatments in the comfort of private cabins, personalised perfume consultations... The magic of emblematic brands such as VALMONT, l'Elixir des Glaciers and Storie Veneziane by Valmont Perfumes is revealed at the La Maison Valmont. In Switzerland, La Maison Valmont boutiques in Lausanne and Verbier have become undisputed artistic centers. They also showcase the conceptual works of Didier Guillon, well known for his character Ivo Le Gorille.

*Sophie VANN GUILLON, what are you proudest of so far now?*

*"I am never satisfied enough with my work to be proud of it. My children alone are my immense and grateful pride. I love their wishes, their projects and above all their kindness. My three children are my sunshine and my pride."*

**MORE INFOS:** [www.lamaisonvalmont.com](http://www.lamaisonvalmont.com) - Find your local shop at [www.lamaisonvalmont.com/ch/fr/stores](http://www.lamaisonvalmont.com/ch/fr/stores)