

BLUSH

BY ALEXANDRE ZOUARI

Fashion

*Body Attraction
Paris 3:00 AM
Beauty Addict*

**Tina Kieffer
and Claire Chazal**
at the heart of the action

Barbara Bui
Combination of Rock'n Roll and elegance

Ups and Downs Who's in, Who's out?

Nathalie Reims
or the smile of the sphinx

Gigolo or Not ?

Jacques Garcia
One man, many styles

French texts inside
N1

As sturdy as three oaks!

The body of a Hollywood hunk, the looks of a model, and lavender-blue eyes. Nobody could have predicted that Eric Favre, the grandson of a farmer who left school at the age of 14, would have such an incredible career. In love with nature and the good it can do since early childhood, our lovable athlete is currently running Laboratory Les 3 Chênes, a company he founded in 1993. Armed with several qualifications in diet, nutrition and nature care, he has surrounded himself with outstanding scientists and biochemists to create innovative plant-based food supplements. Les 3 Chênes now has a turnover of some 24 million euros; it is quoted on the stock exchange, employs 110 people and is present in 40 countries. A true American-style success story! What happens when fitness, beauty and well-being rhyme with bravery, honour and love? Let's ask the man for whom these words are his guiding principles.

By Yvo Deprelle.

You are in great shape! Is that the Les 3 Chênes effect?

It's a combination of taking care of one's body and nutrition, and the products we manufacture, so yes!

What exactly does the Laboratory Les 3 Chênes make?

We make food supplements and cosmetics, all from natural products, vitamins and minerals, aimed at fitness, beauty and well-being. We live in a time where results matter, where you have to be beautiful and strong, ready to take on the modern world. Les 3 Chênes is there for that.

What are the benefits of these products? How do they work?

They work mainly on the physiological part of the organism. In our daily life, we don't necessarily eat well, we're often stressed. You hear a lot today about pollution, micro waves from mobile phones... All that can disrupt our organism a bit. The food supplements have a real effect that has been scientifically proved. A boost of vitamins, minerals and different natural products can improve the physical and mental condition.

Where does the name Les 3 Chênes, (The Three Oaks) come from?

From three oaks that really existed! This isn't a brand thought up by a marketing agency. They were on my grandparents' land in Albigny sur Saône, north of Lyon. These are my roots, and a promise I made to my grandfather when I was 18 and left the family farm. I promised that when I started a business, I would call it Les 3 Chênes. And now I have.

How would you sum up your professional career?

I'm 100% self-taught. My professional experience has been gathered on the ground! I have been self-employed since I was 22-years-old and I have always been my own boss. It has been a bit of an obstacle course for a businessman, centred on curiosity and action.

Why have you stayed in the Rhône?

Because my family is here, my roots are in the Rhône! But we also have an office and a showroom in Paris, in the 16th arrondissement.

What is «Nutristhetic»? You have written a book about it I believe?

It is a contraction of «nutrition» and «aesthetic». It is a healthy, balance diet, aimed at improving your looks as its name suggests. It is a refined concept that also covers a branch of our products that have to do with beauty; slimming aids, lip plumpers etc. These are beauty products that have been developed through technology, and are scientifically proven.

Many of the names of your products include the ancient Golden Ratio: 1,618. This is mathematical beauty?

You know, in life, everything is mathematical! It is an equation I discovered in cosmetic surgery which caught my attention. But I had no idea of how we could use it in aestheticism. I carried out a lot of research that I found fascinating. You come across this number in architecture, in nature, in art. This research into divine proportions, this search for beauty corresponds completely with what we are developing here at Les 3 Chênes!

Tell us about your side projects like Tribal Emotion.

This is a musical production, developing talents whether they are musical or literary. We promote new and established artists, just like in the time of the old patrons of art! It is a new concept and can surprise people. Distribution is via the internet, direct selling and through local shops, a bit like in the USA. It means we can generate profits to support artists. It is all connected with beauty and well-being! Currently we are working with Cody, a young talent, and we are producing Douschka who is bringing out a new album this summer. Tribal Emotion is a bit like a human version of the Internet at the service of art and music!

Johnny Hallyday, Paul Belmondo, Grégory Coupet, you hang out with a lot of stars. Who did you dream of coaching?

I have realised my childhood dream which was to meet Johnny and share something with him. I did it in 1995, spending two months with him in Saint Tropez! Today, my dream is to continue coaching these artists, so that they will always be in shape and fit for their concerts, shows and film shoots. My dream, it is to be able to coach more and more, and to share my projects like Tribal Emotion with them.

And what projects do you have in the pipeline?

My main project is that Les 3 Chênes should become a leading brand, recognised by chemists as a genuine, quality product, traceable and transparent. Fifteen years after it was set up, Les 3 Chênes is going strong - it is a company that continues to grow, to win points and to attract more and more customers.



Laboratory Les 3 Chênes, in figures:

- Predicted turnover for 2008: 25 million euros.
- 110 employees. Quoted on the stock exchange since June 2000
- 150 products in four sectors: Organic, food supplements and cosmetics / Nutristhetic / Research and health / Hair care and hair colouring (N°1 in France and in Saudi Arabia)
- International presence in 40 countries.

Contact : www.3chenes.fr
Customer services : 0033 826 104 804.

“ The alternative
to aesthetic surgery ”

1618
PERFECT
BEAUTY

BOTOX
LIFTING
INJECTIONS



1.618 Anti-ageing - 1.618 Anti-âge
L'alternative à la chirurgie esthétique

SCIENTIFICALLY PROVEN EFFICIENCY*
EFFICACITÉ SCIENTIFIQUEMENT PROUVÉE*

Number of deep wrinkles* Nombre de rides profondes*	-21%	Lifted skin* Peau liftée*	100%
Wrinkled area* Surface ridée*	-11%	Younger skin* Peau + jeune*	89%