Your SensiCure in Avène

Open Treatment Program For Sensitive Skin

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Avène’s vocation

HOW DID THE AVÈNE THERMAL BATHS COME TO SPECIALIZE IN DERMATOLOGY?

It all began around the Age of Enlightenment, about 1736. According to popular history, a local nobleman, the Marquis of Rocozels, had a horse with a skin condition. After drinking and rolling in the water from the nearby spring every day, the horse was completely cured. It had such an effect that it was known as the "miracle of Avène".

HOW DID THE AVÈNE WATER BECOME SO RENOWNED?

It was known locally at first, as doctors and the first patients reported its properties. Soon a hydrotherapy establishment was set up, and the first Thermal Spring bath was built in 1743. The reputation of Avène Thermal Spring Water quickly reached Montpellier* and then Paris, as dermatology experts confirmed its efficacy and recommended its use to their patients.

HOW HAS ITS EFFICACY BEEN PROVEN?

The first official approval of the therapeutic properties of Avène Thermal Spring Water was in 1874, when the National Academy of Medicine declared it a “Source of Public Interest” (decree signed by French President Marshall MacMahon).

However it was slowly forgotten, until in 1975, when Pierre Fabre, a pharmacist with strong connections to regional traditions, bought the Sainte-Odile source. He then decided to begin in-depth studies on the Avène thermal spring water, in order to scientifically measure its efficacy.

Since then, research has provided us with plenty more information. And it’s still going on! The number of patients continues to rise, and the Hydrotherapy Center has grown to accommodate 4000 per year, all in perfect conditions.

The baths at Avène are the first dermatological Hydrotherapy Center to receive the "Aquacert HACCP Thermalisme" certification (in November 2010, renewed in 2013). This serves as a confirmation of Avène’s dedication to constant improvement of the treatments and health and safety measures at the Hydrotherapy Center. And not forgetting our patients’ satisfaction!
IN THE HEART OF THE ORB VALLEY

Founded before the 12th Century, the village of Avène is nestled in the Orb valley, in the Haut-Languedoc Regional Nature Park.

Two-thirds of this large park (26,000 hectares) is covered in carefully protected natural woodland, offering an ideal setting for rest and relaxation. This spectacular geographical situation, the beautiful countryside, including the nearby Mediterranean, the lush vegetation and gorgeous sunshine all help make the valley into a unique paradise. The area is dotted with tiny old villages, full of historic charm and cultural heritage.

In these beautiful surroundings we find the impluvium, the huge receptacle into which rain water has flown for centuries, trickling down to eventually become our water source.

This impluvium is the beginning of the Avène spring water’s underground journey - it is thought to take over 50 years to reach the source.

Surrounded by nature and water for peace and serenity - soak in the calm atmosphere and let yourself feel rejuvenated.

A picturesque village

A beautifully preserved environment

A rare water

DOCTOR, CAN YOU TELL US ABOUT THE COMPOSITION OF AVÈNE THERMAL SPRING WATER?

Avène water is special because of its mineral content and its quality, both of which are very consistent.

A unique, unchanging composition

- Low mineral content: dry residue 266 mg/liter.
- Calcium bicarbonate and magnesium profile.
- Calcium/magnesium ratio of 2.
- Rich in silicates and trace elements.
- Neutral pH: 7.5.

DOES THIS SPECIAL COMPOSITION EXPLAIN AVÈNE THERMAL SPRING WATER’S PROPERTIES?

Yes, the special mineral content in Avène Thermal Spring Water explains its properties to some extent. Aside from the minerals with known effects, fundamental research carried out in collaboration with the Oceanology Observatory in Banyuls-sur-Mer has shown other active substances in our spring water, created by a newly discovered microflora called aqua dolomiae; this is the real unique biological signature of Avène Thermal Spring Water.

All this knowledge we have gained explains the soothing and anti-irritant properties of Avène Thermal Spring Water, which have been reported in several international scientific publications.

Le Dr Didier Guerrero, Dermatologist and Consultant at the Avène Hydrotherapy Center, knows all its secrets and benefits.
At the source

THE PRODUCTION UNIT: ENSURING HIGH QUALITY
Special measures have been put in place in order to preserve Avène Thermal Spring Water’s therapeutic qualities: a direct connection from the source to the production unit, with a constant flow between them.
The Production Unit contains equipment that allows us to manufacture and package products in a sterile environment to satisfy the principles of “Sterile Cosmetics”.

THE THERMAL SITE, AT THE LEADING EDGE OF MODERNITY
Elegantly designed to fit perfectly into the natural surroundings of the water source.
The site has the most modern medical equipment available in order to offer a variety of hydrotherapy treatments adapted to each individual, under strict medical control.
This has helped cement the Center’s reputation on an international level—every year, Avène welcomes Hydrotherapy patients of all ages from all over the world.
All the treatments use Avène Thermal Spring Water, a unique and essential active.

THE WATER RESEARCH CENTER, AN ESSENTIAL ROLE
It pulls out all the stops to monitor and preserve the water’s purity.
- Checks and balances are constantly implemented to ensure purity and quality in Avène Thermal Spring Water.
- Research: Water experts and research departments from the Pierre Fabre Group work to improve our understanding of the science behind the properties of Avène Thermal Spring Water and how it gets them.
- Training and communication.

A unique hydrotherapy site

The thermal site brings together all the strengths of scientific hydrotherapy.
And this is what makes Avène so unique.
For some, it starts with the winter or summer sun. For others, cold or the wind is the worry. For still others, it is caused by unsuitable cosmetics. And what about the people with skin that reacts to the slightest stress, the slightest emotion, the slightest annoyance? Even if no skin disease has been identified, the consequences are still visible: redness, tingling, tightness, heat or even burning, itching… the list seems endless.

There are many skin conditions that cause skin hypersensitivity… and what’s more, treatments often actively contribute to it!

Finally, do not forget cosmetic, plastic and reconstructive surgery, peeling and “resurfacing” or laser treatments… that reveal or exacerbate natural skin sensitivity.

All kinds of situations put a strain on your skin.

HOW SENSITIVE ARE YOU?
First degree: “Sensitive”
You easily experience tingling, tightness, burning sensations… Your skin is naturally sensitive. Aggressions (wind, cold, sun, over enthusiastic cleansing) usually accepted by normal skin are totally unbearable for you.

Second degree: “Intolerant”
Up to this point it is still possible to soothe the skin with extremely moisturizing and anti-irritant products. But at the stage where the skin has become intolerant, not only is it not relieved, but it is even more traumatized when the products applied are not entirely suitable. And sometimes it gets to the point where it cannot bear anything at all.

Third degree: “Allergic”
Some intolerance to cleansing and care products provokes true allergic reactions characterized by eczema, redness, oedema… At this point, you should consult a doctor to determine what is responsible for the allergy.

Whether your skin is sensitive, intolerant or allergic, it must be soothed, made less reactive, its defences strengthened and it must be spared from any vulnerability to aggression. Avène thermal spring water, which is at the very heart of the SensiCure programme, has these properties.
Your pleasurable treatment program me

The experience acquired with the three week dermatological treatments has enabled the Avène hydrotherapy Center medical team to develop SensiCure - a new treatment programme (off prescription):

• Specially designed for sensitive skin,
• Open to everyone - men and women,
• Treatments “tailored” to your particular case,
• Conducted under dermatological supervision.

In short, SensiCure has been designed to bring you the best of Avène, usually reserved for our patients.

The recommended duration is six consecutive days with five daily treatments.

During your SensiCure stay, you will receive:

• A medical consultation on arrival,
• A personalized cosmetology appraisal,
• Free access to our workshops: corrective makeup, cleansing and hydration, relaxation, discussion group, etc.

Your personal SensiCure treatment programme is established by a doctor during the dermatological consultation and includes 3 hydrotherapy treatments per day and 2 specific treatments.

3 HYDROTHERAPY TREATMENTS BASED ON AVÈNE THERMAL SPRING WATER

■ Hydro-massage bath
   Its emollient, soothing and sedative properties make this treatment a moment of pure relaxation.

■ General or localized spray
   The mist of thermal spring water, soothes and calms irritated skin,

■ Application of soothing compresses
   It ensures continuous and prolonged contact time between the thermal water and the skin resulting in a feeling of comfort and well-being.

2 SPECIAL TREATMENTS FROM THE AVÈNE DERMATOLOGICAL RANGE:

■ Gentle scrub for the face and body
   This exfoliation is performed with the utmost gentleness, respecting the most sensitive skins to provide only the benefits of the treatment,

■ Body Wrap
   Wrapped in a hydrating and soothing cream, your skin regains its suppleness and softness,

■ Soothing, moisturizing and decongestant mask
   This treatment leaves the skin of the face feeling very soft, soothed and hydrated*.

■ Face, body and scalp massage
   These gentle and relaxing massages allow the skin to regain its suppleness and elasticity.

* Upper layers of the epidermis
Your open stay in the realm of water and sunshine

Everything you need to prepare for, obtain information about and book your stay…

SENSICURE OPEN PROGRAMME
Etablissement thermal d’Avène
(open from early April to late October)
34260 Avène-Les-Bains - France
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On site residential and hotel complex
Tel: +33 (0)4 67 23 44 45
Email: val.dorb@pierre-fabre.com

While refurbishments are ongoing, the former Val d’Orb Hotel offers you its full hotel service at the Residence Les Bains d’Avène. Our teams are there to ensure your stay is as pleasant and comfortable as possible.

Other accommodation offered through the Avène Tourism Office
Tel: +33 (0)4 67 23 43 38
Email: OT-avene@orange.fr
www.avene-orbgravezan.com

USEFUL ADDRESSES
“Les Muriers” leisure and entertainment centre
34260 Avène - France - Centre approved by the French Ministry of Youth and Sport
Tel: +33 (0)4 67 23 46 30 - Email: muriers.animation@orange.fr

Tourism Office
Pays des Monts et des Sources - 10, quai des tanneries
34260 Avène - France
Tel: +33 (0)4 67 23 43 38 - Email: OT-avene@orange.fr
www.avene-orbgravezan.com

SOME USEFUL WEBSITES
To book your SensiCure programme
• With Avène Center: “Book my cure” on www.avenecenter.com

Find out about
• Avène thermal spring water: www.eau-thermale-avene.com
• Tourism and festivals in the Hérault region: www.heraulhtourisme.com
• The Hérault department: www.cg34.fr
• Chateaux in the Cathar region: www.payscathare.org

The new hotel will be opening in 2016
Free time among the mountains and springs

The treatments still leave you some free time.
It would be a shame to go to Avène and just stay close to the village, no matter how lovely it is.
It is full of charm - time has stopped still. It exudes calm and healing - just like the nearby spring.
To the calm, add the pleasure of discovery.
In between two massages or two baths, there is plenty to attract you, distract you, delight you, intrigue you and relax you.
It’s up to you to choose.
Practice your backhand or your forehand?
Tennis is just a racket away.
A good time to relax with new friends?
The bowling alley is close by and there is mini golf in the park.
A long walk, alone, as a couple or in a group? There are more than 300 km of marked hiking trails. The best guides just for you.
And what scenery!
Would you like to go a little further afield? Choose a bike.
Tickle for trout? The clear water of the Orb is at your feet and we have the rods…
Golfer? In Lamalou you can enjoy a 9-hole course in a truly theatrical outdoor setting.

Climbing? Take on the Espinouse and the Escandorgue mountains whose names exude the atmosphere of southern France.
Tastings? On one hand, there are the Roquefort caves, which need no introduction and on the other hand the wines of the Hérault that just have to be (re)discovered.
Tracking down archaeological treasures?
Escape to the Abbey of Sylvanes, and before leaving the area do not fail to visit the Cathar chateaux. Emotion-filled ruins concentrated in the triangle between Carcassonne, Perpignan and Narbonne…
Admire a pure masterpiece of civil engineering? Crossing the Millau bridge is breathtaking…