



# THE *NEW* CONCENTRATE

*Your Double Source of Strength*

## DE LA MER

#TheConcentrate

The New Concentrate by La Mer will be available as from August 2020 and retails for €175 for a 15 ml, €345 for a 30 ml and €465 for a 50 ml at all La Mer point of sales and on [lamer.eu](https://www.lamer.eu)



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Renowned for its ability to visibly soothe, strengthen and stabilize delicate skin, The Concentrate, infused with a super-concentrated form of skin soothing Miracle Broth™, has been called a “skin savior” “miracle worker” and “skincare hero.” Now, La Mer’s cult-favorite barrier-building serum is newly advanced with antioxidant power to deliver dual-strengthening benefits, all with the same sumptuous, velvety texture. Skin emerges stronger, more stable and visibly soothed.

## DOUBLE SOURCE OF STRENGTH

Every day skin is exposed to free radicals from pollution such as micro-dust, which can lead to inflammation—a root cause of premature aging. With powerful environmental protection and visible soothing benefits, **The *NEW* Concentrate** helps keep skin in a state of calm, helping prevent visible signs of aging before they start.

### NEW ANTIOXIDANT PROTECTION

*NEW* antioxidant protection from **Lime Tea Concentrate** helps neutralize free radicals caused by pollution, helping to prevent visible signs of aging before they begin.

### BARRIER BENEFITS

The Concentrate acts like a “**Liquid Barrier**” to help deflect damaging irritants while helping skin rebuild its natural barrier. Over time, skin looks less fragile and is strengthened against skin-aging environmental irritants.



## THE SCIENCE OF INFLAMMATION

Current science suggests that a root cause of skin's premature aging is chronic inflammation. Often caused by external stressors, such as free radicals from pollution, and other environmental irritants, inflammation can lead to the destruction of collagen, skin's underlying support network, generating the appearance of lines and wrinkles. The *NEW* Concentrate, with Concentrated Miracle Broth born from the power of sea kelp and now with the skin protecting power of La Mer's proprietary Lime Tea Concentrate, continues to create the ideal environment to visibly soothe inflammation while strengthening even the most delicate, sensitive skin.



## WHAT'S INSIDE

Discover the concentrated actives and advanced science within that help stabilize and empower the look of even the most fragile skin.



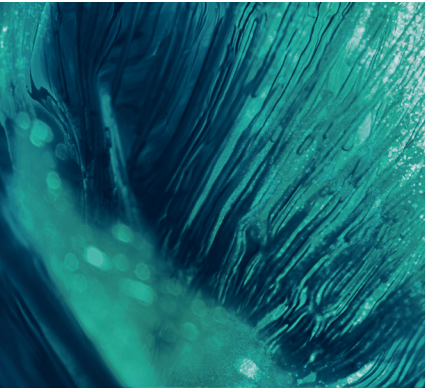
### CONCENTRATED MIRACLE BROTH™

Using a unique cold-vacuum process, we slow-crafted a super-concentrated form of our original Miracle Broth for three days and three nights. This ultra-potent elixir helps calm the look of visible signs of inflammation and energize natural renewal.



### LIME TEA CONCENTRATE

Our proprietary antioxidant powerhouse helps neutralize free radicals to help protect skin from environmental stressor like pollution.



### THE STABILIZING FERMENT

Born of a resilient, stress-exposed marine powerhouse, this ferment helps visibly soothe and stabilize the look of fragile, irritated skin.

## A MULTI-USE MIRACLE

Velvety and versatile, The *NEW* Concentrate is potent with possibilities.

### BARRIER SERUM

Layer The *NEW* Concentrate over your first serum (optional) and under your La Mer moisture (essential) to help protect and rebuild skin's natural barrier.

### SEASONAL SOOTHER

Apply après ski or after sun to calm and visibly soothe skin exposed to extreme temps.

### ANTIOXIDANT PROTECTOR

Defense against pollution and skin damaging free radical damage is a daily must.

### VELVETY PRIMER

Apply under La Mer's Soft Fluid Long Wear Foundation SPF 20 for a smooth application and a flawless finish.

