

SKINCOLOR DE LA MER™

LA MER

LaMer.eu #Skincolordelamer

The Skincolor de La Mer Soft Moisture
Powder Foundation retails for €98,00
and the perfecting primer retails for €75
Both will be available at all La Mer point
of sales and on lamer.eu



Bringing together La Mer's legendary skincare benefits and soft, beautiful coverage into one transformational ritual, **Skincolor de la Mer** has become the go-to for makeup artists and beauty aficionados to create that unmistakable 'Look of La Mer' – healthy, hydrated, and soothed. From weightless tints to silky-soft foundations, the Skincolor de la Mer collection is all about mixing and matching to suit your individual skincare and makeup needs.

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Skincolor de la Mer continues to inspire the beauty regimen with the introduction of **The *NEW* Soft Moisture Powder Foundation SPF 30** and **The *NEW* Perfecting Primer**— two new essentials with La Mer’s legendary cell-renewing elixir, **Miracle Broth™**, that work together to deliver beautiful, customizable coverage and healing hydration.



THE *NEW* SOFT MOISTURE POWDER FOUNDATION SPF 30

A unique hybrid formula, The Soft Moisture Powder Foundation SPF 30 captures the moisture soft touch of a fluid foundation in a weightless powder for a comfortable, ‘skin-fit’ feel and fresh, natural look with a soft velvet finish. A special phase change process allows the delicate powder structure to be crafted in a fluid form and infused with **Miracle Broth** and anti-oxidant rich **Lime Tea Concentrate**, before transforming into a powder formula.

The non-drying, creamy, moisture-soft texture melts onto skin to instantly blur imperfections, even tone and soften the look of fine lines, while delivering essential SPF protection. Water-proof, transfer-proof, sweat-and-humidity-proof, and photo-friendly, the light-as-air buildable coverage keeps skin looking healthy, refreshed, and naturally flawless all day.

***NEW* SOFT SEA FERMENT**

This potent sea-sourced ferment, crafted with a transformative Tidal Algae, helps skin retain its natural hydration for soft, healthy-looking skin.

TO USE

Smooth onto face with the ultra-plush sponge applicator and blend outwardly to neck to achieve a naturally perfected look. Create custom finishes with the dual-sided

Use a sponge: the smooth, soft sponge side for natural-looking medium and high-coverage effects; the silky, flocked side is ideal for touch-ups and lighter coverage. Available in 8 shades.

THE *NEW* PERFECTING PRIMER

A new priming experience, The Perfecting Primer instantly blurs away visible imperfections for a fresh, soft-focus effect, amplifying skin’s beauty for a flawless makeup—or no makeup—day. Infused with cell-renewing **Miracle Broth** and our antioxidant-rich **Lime Tea Concentrate**, this hydrating primer soothes the look of redness and irritation, refines skin’s texture, tone and translucency, and is pigment free to flatter all skin tones.

***NEW* SOFT MATRIX TECHNOLOGY**

This hybrid treatment primer transforms and protects via a fresh, interactive system. The silken matrix functions as an invisible water-gel “veil” of treatment delivery while it instantly “sets” over skincare to form a breathable, protective layer that helps soften skin’s look. Clean, comfortable and non-acnegenic, it optimizes skin’s surface, creating a smooth canvas for makeup application.



***NEW* FLAWLESS FERMENT**

Infused with precious Rose Algae, the Flawless Ferment helps soften and smooth to transform skin’s texture and translucency for a lit-from-within glow.

TO USE

Morning and evening, following your skincare regimen, gently sweep one pump onto face and neck and let set. Wear alone or follow with Skincolor de la Mer.

Skincolor de la Mer Collection



THE SOFT FLUID LONG WEAR FOUNDATION SPF 20
NATURALLY BUILDABLE DAY-TO-NIGHT RADIANCE



THE *NEW* SOFT MOISTURE POWDER FOUNDATION SPF 30
SO SOFT AND VELVETY, IT DEFIES THE FORMS OF FOUNDATION



THE LUMINOUS LIFTING CUSHION FOUNDATION SPF 20
FRESH, BUILDABLE TOUCH-UPS IN A CARRY-WITH COMPACT



THE RADIANT SKINTINT SPF 30
SHEER COVERAGE TO INSTANTLY ENERGIZE AND AWAKEN



THE *NEW* PERFECTING PRIMER
BLURS IMPERFECTIONS TO INSTANTLY PERFECT, PRIME, AND PROTECT



THE HYDRATING ILLUMINATOR
INSTANT RADIANCE FOR A LIT-FROM-WITHIN GLOW



THE CONCEALER
BUILDABLE FULL COVERAGE WITH YOUTH-BOOSTING ANTIOXIDANT DEFENSE



THE SHEER PRESSED POWDER
INSTANTLY HEALTHY, SHEER-MATTE LOOK



THE POWDER
LIGHT AS AIR FOR AN ULTRA-SHEER, FLAWLESS FINISH



THE FOUNDATION BRUSH
SMOOTH, PRECISION COVERAGE



THE POWDER BRUSH
VERSATILE COVERAGE