

LA MER

## A SEA OF PROMISE

La Mer Blue Heart



Available as from June 2020

A secret kingdom that belongs to future generations, the sea has always enchanted us, inspired us and given us hope. We made a promise to the ocean. A promise that began with a journey to help protect and preserve this place of enchantment, where beauty thrives, where life is renewed and where we return again and again on our never-ending quest for new discoveries.

### LA MER BLUE HEART OCEANS FUND

We are committed to helping protect marine habitats across the globe, in hopes to ensure future flourishing seas for generations to come. This year, we are supporting projects that focus on educating and empowering youth to become change agents in their local communities—as we strive to help ensure future flourishing seas for generations to come.



### GET INVOLVED

Join the La Mer Blue Heart mission to create a ripple of good to help protect ocean habitats. For every public post using both **#LaMerBlueHeart** **#LaMerDonation** together in June, we will donate \$25, up to \$550 000, to the La Mer Blue Heart Oceans Fund to support our 2020 youth ocean education projects.

## HISTORY OF THE HEART

To date, La Mer has helped support the protection of 16 million miles of unique marine habitats across the globe.

**2005:** La Mer embarks on an eight-year partnership with Oceana. Highlights of La Mer's and Oceana's work include the protection of 16.1 million square miles of seafloor habitat in the North Pacific Ocean, 118 seamounts and pristine coral formations off the coast of Chile, and Leatherback sea turtle habitats off the American shores.

**2010:** La Mer introduces the first Limited-Edition Blue Heart Crème de La Mer that commemorates the precious blue heart of our planet.

**2013:** La Mer partners with National Geographic Society and renowned ocean-explorer Dr. Sylvia Earle to delve into underwater habitat protection and address actionable changes.

**2014:** La Mer continues its partnership with the National Geographic Society, focusing on their Emerging Explorers program to support the next generation of ocean explorers in their groundbreaking work. We commemorate biologist, Andrea Marshall, and her groundbreaking work to help save globally threatened marine wildlife.

**2015:** La Mer supports two new National Geographic Society Emerging Explorers: Dr. David Gruber, who studies bioluminescent and biofluorescent marine animals to expand knowledge of deep sea life, and Shannon Switzer, who works with communities to understand how they sustain their shoreline and ocean life.

**2017:** La Mer launches La Mer Blue Heart Oceans Fund as a way to make charitable contributions that support ocean conservation efforts around the world.

**2018:** La Mer Blue Heart Oceans Fund supports conservation initiatives in The Azores, Grenada and East China Sea. Through mangrove replanting efforts and sustainable fishing, we strive to reduce the effects of climate change and help conserve marine ecosystems for future generations

**2019:** We helped support:

- EarthEcho's Future in the Bag campaign. Developed for youth by youth, this community-centered project promotes accessibility to the tools communities need to jumpstart reusable bag projects, return stations and plastic bag ordinances.

- The Nature Conservancy's advancement of methods for mangrove restoration in Samaná Bay, Dominican Republic.
- Oceano Azul Foundation's Blue Azores Program which promotes ocean literacy, with the aim of expanding to serve over 10,000 students, while their Blue Economy Ideation Program helps turn promising university students' solutions for sustainable economic development into successful businesses.
- ADM Capital Foundation advancement of a sustainable seafood market by developing tools to encourage responsible sourcing—including a wild-capture fisheries risk assessment method and an Aquaculture Sourcing Tool—and developing a website to make these tools and information readily available.

### **OUR SUSTAINABLE HARVEST**

Our founder, Dr. Max Huber, was inspired by the ocean's legendary healing powers. In tribute to his legacy, La Mer continues to only use sea kelp sustainably hand-harvested from pristine, protected waters off the coast of Vancouver Island in its nutrient-rich Miracle Broth™ which lies at the heart of every La Mer product

### **OUR ONGOING COMMITMENT**

Each year, around the world, La Mer team members, their families and local communities lead an effort to clean and restore their local shores and beaches. In the journey to protect the living connection we all have to the ocean, we know that even small acts of participation can make an impact

### **WAVES OF INSPIRATION**



#### **Limited-Edition Blue Heart Crème de la Mer**

We celebrate and commemorate our commitment to ocean conservation with a new Limited-Edition Blue Heart Crème de la Mer jar. This year's features a glimmering hand-painted watercolor design inspired by the rippling surf of our sparkling seas. Uncover healing moisture inspired by the legendary renewing potential of the sea itself.



## **CELEBRATE WORLD OCEANS DAY**

Created in 1992 and made official by the United Nations in 2009, World Oceans Day takes place annually on June 8. It is a day to recognize the importance of the sea as a vital ecosystem, and to take action to preserve its delicate habitats and wildlife. At La Mer, the ocean is a symbol of promise on the horizon. We strive to honor this place of wonder, where stories come to life and imaginations run wild.

*Limited-Edition Blue Heart Crème de la Mer (100ml) will be available at all La Mer point of sales and retails for € 440*

*\*Purchase of the commemorative Blue Heart Crème de la Mer does not impact La Mer's charitable donations.*

For more information about La Mer's Blue Heart campaign, please visit [www.lamer.eu](http://www.lamer.eu)  
#LaMerBlueHeart #LaMerDonation

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