

# LIQUID ENERGY. ALL-DAY HYDRATION.

*The NEW Treatment Lotion*



*Available as from 07/03/2022*



# WATERY LOTIONS 101

This next-generation watery lotion delivers a rush of liquid energy and all-day hydration to breathe new life into skin.

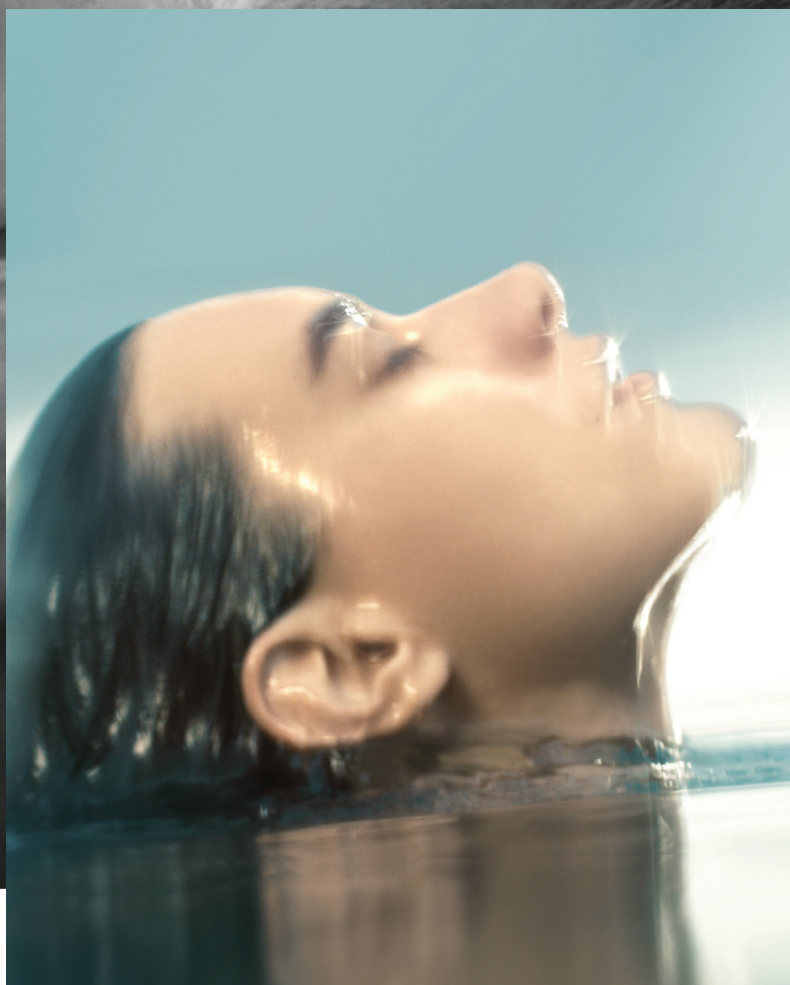
After cleansing, it jumpstarts your regimen and optimizes skin for every step that follows.



## PRIMARY BENEFITS

- ENERGIZES SKIN FOR A LOOK OF VITALITY AND RADIANCE.
- DELIVERS SUSTAINED HYDRATION IMMEDIATELY AND ALL DAY, PLUMPING AND FILLING SKIN WITH VISIBLE VOLUME
- DIMINISHES THE APPEARANCE OF LINES AND WRINKLES. SKIN FEELS FIRM.
- SENSITIVE SKIN FORMULA
- HELPS PROTECT SKIN TO PREVENT VISIBLE SIGNS OF REDNESS, IRRITATION AND SENSITIVITIES. HELPS VISIBLY SOOTHE OVER TIME.

*Tested on all skin types and tones.  
This formula has been validated  
with over 23,000 consumer self-  
assessments globally.*





# STEPS IN SUSTAINABILITY

The NEW Treatment Lotion gets a powerful new upgrade inside and out with a new recyclable glass bottle made with 20% Post-Consumer Recycled content.

The newly advanced formula that is of 91% natural origin\* was crafted using our green chemistry methodology which was developed with principles accepted by the scientific community. This methodology evaluates ingredients and formulas through the lenses of human health, ecosystem health and the environment to help guide La Mer in making informed choices about formula sustainability, all while maintaining our product performance standards.

For more information about the new green chemistry methodology, please visit the journal Green Chemistry at <https://pubs.rsc.org/en/Content/ArticleLanding/2021/GC/D1GC03081G>.

\*Calculation based on the international ISO standard 16128 Parts 1 and 2. The remaining 9% of ingredients have been carefully selected to optimize effectiveness and integrity

## ENHANCED ENERGY

Skin possesses amazing self-renewal capabilities, but it needs optimal energy to power these natural processes. When depleted or deprived, skin's innate repair mechanisms can slow down; however, when provided with supplemental energy it can help skin restore its youthful look.

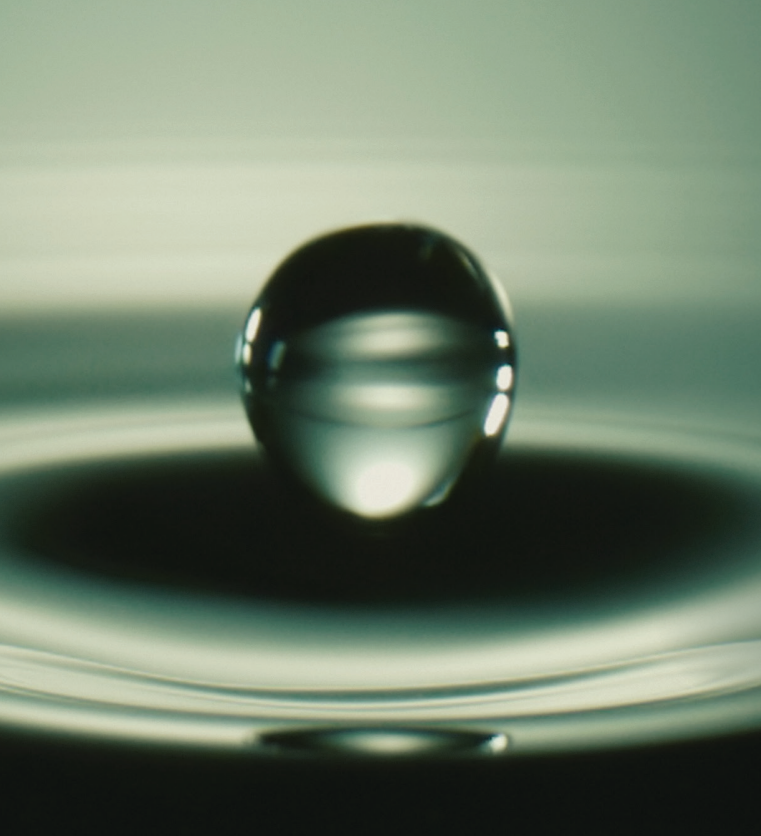
Infused with even more Miracle Broth™ than the prior formula, The NEW Treatment Lotion's legendary life-force ferment helps empower skin to create a reservoir of energy that flows where it's needed most to fuel a visibly youthful transformation. It floods skin with vital energy, essential electrolytes and nutrients that help reinforce skin's hydromineral balance – jumpstarting skin's natural renewal process so that it can focus on repair. This 'energy recharging effect' helps restore a healthy, youthful look.

## HEALING HYDRATION

There's much more to hydration than meets the eye. The foundation for all life, hydration is a powerful force and the basis for healthy-looking skin. In many ways restorative, hydration can help renew & prevent visible damage. When properly hydrated, skin is better equipped to protect itself from stress and is less susceptible to visible signs of irritation.







## ACTIVE LIQUID HYDROGEL

Plump and silky to the touch, The NEW Treatment Lotion's signature, sensorial texture cushions and comforts on contact. Its proprietary Liquid Hydrogel is what allows The Treatment Lotion to flow through the skin continuously, releasing waves of all-day healing hydration to soothe and renew throughout the day. Crafted from a fermented anti-irritant, this Active Liquid Hydrogel helps The Treatment Lotion rapidly penetrate deep into skin's surface yet remain active in skin for sustained release of transformative benefits.

## THE REVIVAL FERMENT

This advanced ferment helps protect skin, encouraging it to resist visible irritation and sensitivity for a calm, healthy-looking complexion. Skin emerges brighter and more even in tone with a more energized and awakened look. Accompanied by Scenedesmus and 73 Sea Minerals, a potent combination of marine peptides and collagen-boosting algae that help ignite youthful repair, skin emerges with improved elasticity, bounce and resilience for a firmer feel and a visibly more lineless look each day.

## REV UP YOUR REGIMEN

The NEW Treatment Lotion optimizes skin for every step that follows.

### STEP 1 >

#### THE NEW TREATMENT LOTION

After cleansing, jumpstart your regimen with a rush of liquid energy and all-day hydration.

### STEP 2 >

#### THE HYDRATING INFUSED EMULSION

Follow with a featherlight layer to deepen hydration and plump skin with a look of radiant youth.

### STEP 3 ∨

#### CRÈME DE LA MER

Finish with an ultra-rich layer of healing moisture to seal in all the benefits.



La Mer Treatment Lotion 150ml - €155,00 -

Available as from 07/03/2022 online and instore at Ici Paris XL, Planet Parfum, Parfuma, Meylandt, Gutmann, Peeters, Senteurs d'Ailleurs, Paris8 & [www.lamer.eu/be](http://www.lamer.eu/be)

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