



CRÈME DE LA MER™

 **LA MER**
BLUE HEART

MOISTURIZER
CRÈME POUSSIN INTENSE

LA MER

LA MER BLUE HEART

OCEANS FUND

The sea has always enchanted, inspired and given us hope at La Mer. For over a decade, La Mer has been committed to protecting our precious seas around the world. This year, we continue our mission by helping safeguard marine areas through awareness-raising initiatives and charitable donations from the La Mer Blue Heart Oceans Fund, in hopes to ensure future flourishing seas for generations to come.

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



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 [#LaMerBlueHeart](#) [#LaMerDonation](#) together in May and June, we will donate \$25, up to \$650,000, to the La Mer Blue Heart Oceans Fund to support ocean conservation projects around the world. Established in 2017, the La Mer Blue Heart Oceans Fund is committed to supporting the protection of marine habitats for generations to come.



A COLLECTOR'S CRÈME *LIMITED-EDITION BLUE HEART CRÈME DE LA MER*

Available on 3rd of June 2019

Each year, La Mer creates an expression of our love for the beauty of the sea to commemorate our commitment to supporting ocean conservation. This year, we've adorned our Limited-Edition Blue Heart Crème de la Mer jar with a shimmering array of sea kelp and coral. Uncover rich, healing and luminous moisture inspired by the renewing potential of the sea itself and made with sustainably hand-harvested sea kelp off the coast of Vancouver Island. This coveted crème is bound to become a collector's item.

Limited-Edition Blue Heart Crème De La Mer (100ML)
Available at all point of sales.

€ 435

*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 lamer.eu

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.

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.

#LaMerBlueHeart #LaMerDonation

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