

LA MER

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A STROKE OF BRILLIANCE ON US.

Skincolor De La Mer

Discover La Mer's next generation of makeup, infused with legendary skincare. Combining skincare benefits and soft, radiant coverage into one beauty 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, luminous, youthful. The transformative touch of Skincolor de la Mer continues with the introduction of The NEW Hydrating Illuminator, formulated with La Mer's legendary Miracle Broth™ to deliver radiant luminosity.

The New Hydrating Illuminator

ENLIGHTEN. ENHANCE. ENERGIZE.

A hydrating, light-infused illuminator that brightens and awakens the complexion with a touch of instant translucency to create a lit-from-within glow. Infused with energizing Miracle Broth and Lime Tea Concentrate, it hydrates and energizes to help restore the look of youth. Reflective Particles are designed to emit spectral light and create a halo effect for instant and lasting radiance. An active marine blend helps give skin an instantly plumped look with healing hydration and vital skin conditioners.



AN INSIDE OUT APPROACH

A unique dual-delivery system to deliver multi-dimensional luminosity, Internal Water Channeling helps disperse hydration across skin's surface to fill and plump contours with hydration, while External Light Channeling helps convert atmospheric light into visible energy, first drawing it to skin and then bouncing it back for multi-dimensional luminosity.



**THE NEW
HYDRATING
ILLUMINATOR**
Brighten. Highlight.
Enhance.

TO USE:

Wear alone for a freshfaced, natural radiance. layer under foundation to brighten/tone up or apply over foundation to highlight key features. Inspired by sunlight, this universal shade flatters all skin tones.

The Hydrating Illuminator will be available from November 2019 at all La Mer counters.

The Hydrating Illuminator retails for € 70.

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