

DE LA MER

#Moisturizingsoftcream

The Moisturizing Soft Cream by La Mer is available in 5 sizes and retails for €95 for a 15ml*, €190 for a 30 ml, €350 for a 60 ml, €530 for 100ml* and €1.235 for 250ml* at all La Mer point of sales and on lamer.eu from March 2023

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*available at selective retail only

INTRODUCING THE NEW MOISTURIZING SOFT CREAM:
LA MER'S LATEST ADVANCED FORMULA DELIVERS POWERFUL ANTI-AGING
BENEFITS FOR A PLUMP, FIRM, AND LIFTED LOOK

In March La Mer launches its newest advanced formula, **NEW Moisturizing Soft Cream**, which features a powerful new delivery system that helps build youthful softness into the skin and resists signs of aging **from the inside out**.

Multi-Sized Moisture Spheres give the Soft Cream its sumptuously smooth texture and advanced efficacy through optimized delivery and performance.

Each jar contains more spheres, now graduated in size to accelerate delivery and optimize performance. Billions of Multi-Sized Moisture Spheres in every jar work to **fill the skin layer-by-layer** like puzzle pieces to saturate the skin's surface from every angle.

By fitting within the skin with 3D precision, the spheres burst into the skin on the first touch, transporting **Miracle Broth™** exactly where the skin needs it most.

The result is healing moisture longevity that lasts to help skin resist the appearance of fine, dry lines.

94%* OF WOMEN SAID THEIR SKIN FELT SOFTER AND SMOOTHER

IN JUST 4 WEEKS**, SKIN REBOUNDS WITH ELASTIC FIRMNESS AND A BOUNCY, TOUCH

IN 12 WEEKS***, DEEPER WRINKLES & FOLDS APPEAR REDUCED AND SKIN TAKES ON A MORE EVEN TONE, FOR AN OVERALL MORE AGELESS LOOK



THE FORMULA

The breakthrough new formula is born out of **Max Huber Research Labs**, the research and innovation engine behind La Mer specializing in the field of fermentation, anti-aging, and the emerging field of lipidomics.

The latest studies prove **Miracle Broth™** helps skin activate lipid production to enrich a youthful lipidome, which is vital to plump, ageless-looking skin.

First introduced in 2012, La Mer transformed the moisturizer landscape with the launch of its **Moisturizing Soft Cream**.

With **NEW Moisturizing Soft Cream**, skin achieves ageless benefits, faster than before, all within the same beloved rich yet weightless texture of our original.

From the first touch, **Miracle Broth™** goes to work to activate skin's lipid production **from the inside** for a healthy, plump, youthful look that shows **on the outside**.



MIRACLE BROTH™

Max Huber Research Labs' continuous research into our legendary visible youth regenerating **Miracle Broth™** has revealed remarkable activity, demonstrating that **Miracle Broth™ is a catalyst for soft, youth-enriched skin**.

Skin's lipidome is essential for healthy-looking skin, however as we age, lipids decrease. **Miracle Broth™** activates the natural production of essential lipids inside the skin and encourages the enrichment of a **youthful lipidome**.



TEXTURE

Soft yet strengthening; light yet luxuriously soothing; the glowing paradoxes of **Moisturizing Soft Cream** create optimal renewal by energizing the skin with the power of our potent ferment.

By helping keep moisture in and environmental irritants out, the skin's natural beauty glows. Skin is transformed with **elastic firmness**, becomes more voluminous, and resistant to signs of irritation and visible age. [Market to Insert Claim]

OUR HEALING HERITAGE

Miracle Broth™ is at the heart of La Mer. Crafted with singular precision and care, our signature **youth-regenerating ferment** gives skin a source of essential energy for its renewal and recovery.

La Mer scientists continue to make new discoveries about how it benefits the skin. From a humble stroke of serendipity to scientific revelations, **Miracle Broth** does more for the skin than ever.



ABOUT LA MER

La Mer is a brand that represents hope, healing, and one man's deep respect for the power of the living sea. It all began over fifty years ago when Dr. Max Huber, a physicist, embarked on a healing quest after a lab accident. Twelve years and 6,000 experiments later, **Miracle Broth™** - the legendary elixir - was born. Since joining The Estée Lauder Companies in 1995, La Mer has become the world's most coveted skin care brand.

*Consumer testing on 128 women after using product for 1 week
**Clinical testing on 51 women after using product for 4 weeks, twice daily.
*** Clinical testing on 51 women after using product for 12 weeks, twice daily.