

LUXURY REDEFINED: LA MER'S THE NEW MOISTURIZING FRESH CREAM NEW ADVANCED DELIVERY SYSTEM PROVIDES YOUTH RENEWING ENERGY TO SKIN

La Mer launches the next innovation in luxury skincare, The NEW Moisturizing Fresh Cream. A new iteration of La Mer's supercharged cool-gel texture, The NEW Moisturizing Fresh Cream features a light-weight soothing technology that delivers deep healing moisture as it actively calms the look of redness and helps strengthen skin's resistance to stressors. This fresh and bouncy moisturizer transforms skin with fresh radiance and renewed smoothness, with each use.*

*Clinical testing on 53 women after using product once.

The NEW Moisturizing Fresh Cream was inspired by the emerging studies of the Exposome, the sum collection of exposures one receives throughout one's lifetime, such as diet, lifestyle, and environment, and how they relate to one's overall health. The Exposome also considers internal biological factors including chronic inflammation and oxidative stress, which, over time, can damage skin and result in diminished energy, moisture loss, and visible signs of age. However, skin is smart and adaptive, and when supported by the powerful anti-irritants and soothing ingredients found in The NEW Moisturizing Fresh Cream, can potentiate its visibly fresh, youthful look as vitality and balance are restored.

NEW MOISTURE MATRIX TECHNOLOGY

The NEW Moisturizing Fresh Cream is crafted with careful precision to disperse youth renewing activity into skin, using new 3D technology. This advanced technology uses a precise amount of energy to morph phase-changing polymers from flowing fluid gel into a hydration-filled cream structure upon application, forming a fresh moisture cushion that boosts skin's deep radiance and infuses skin with healing moisture. This results in visible lift, improvement in the look of lines and wrinkles, and a firm feel and restored bounce; skin stays moisturized throughout the day and through changing environments to maintain comfort and radiance. In testing, both men and women showed significant improvement in reducing the signs of aging when using The Moisturizing Fresh Cream twice daily over 8-12 weeks.

MIRACLE BROTH™ RESEARCH

Miracle Broth™ in The NEW Moisturizing Fresh Cream helps balance sebum levels and prevent visible reactivity to create a healthy looking environment on skin's surface. By balancing skin's barrier and promoting deep hydration, Miracle Broth™ also helps protect against moisture loss, irritation, and helps neutralize the effects of pollution to strengthen the barrier, ultimately allowing skin to instead focus its energies on radiant renewal. Along with these Miracle Broth™ benefits our proprietary antioxidant powerhouse, Lime Tea, perfectly complements Miracle Broth™ by neutralizing free radicals to further protect skin from the visible effects of environmental stress and pollution.

A luxuriously plump and comfortable texture instantly soothes upon application. With each use, a fresh wave of actives makes for a healthy, fresh and clear look for all skin types, including sensitive, oily and imbalanced skin. With just one application, skin looks 35% less reactive to irritation.* In just 2 weeks,

the look of lines and wrinkles are diminished for a more ageless look.** Skin's fresh look is renewed, and takes on a bouncier, more elastic, firm feel.

*After pre-treatment period; clinical testing on 25 women measured for 150 minutes, versus untreated control.

** Clinical testing on 53 women after using product for 2 weeks, twice daily.

OUR HEALING HERITAGE

Miracle Broth™ is at the heart of La Mer. Crafted with singular precision and care, our signature visible youth-regenerating ferment gives skin a source of essential energy for its renewal and recovery. Even today, La Mer scientists continue to make new discoveries about how it benefits skin. From a humble stroke of serendipity to scientific revelations, Miracle Broth does more for skin than we ever could have imagined.

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 most coveted skin care brand in the world.

Available in March 2024 at all point of sales

Fresh Cream 15ml – 105€

Fresh Cream 30ml – 205€

Fresh Cream 60ml – 385€

CONTACT

Wadie El Fakhari – wadie@mmbusy.com