

LET'S TAKE THE OCEAN TO HEART

Join our commitment to ocean conservation

Endless inspiration. Healing energies. Even our name. The ocean supplies us with all of this and so much more, and in return, we're committed to giving back. Because without the sea, there would be no life—and certainly no De La Mer. So for us—and for us all—its protection is personal.



CRÈME DE LA MER
BLUE HEART

Available as from 06/06/2022 #CrèmedelaMerBlueHeart



OUR PURPOSE. OUR PROMISE.

The sea is where our founder discovered that Giant Sea Kelp could unlock Miracle Broth™, the cell-renewing elixir that continues to power each of our formulas today. These gold-green kelp fronds gave us our purpose, and in return, we made a promise: to commit to ocean conservation in everything we do, and celebrate the sea annually through Crème de la Mer Blue Heart.

*Today, over 90% of
De La Mer's sea plants
are responsibly sourced**

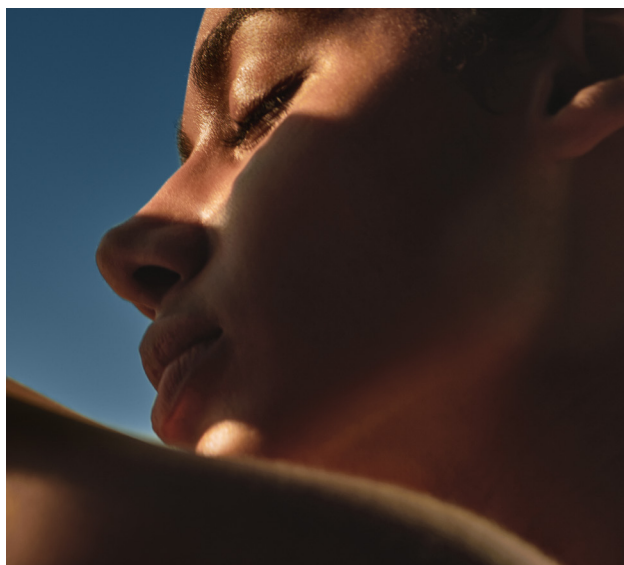
*Inclusive of Sea Kelp, Marine & Seaside Plants & Seaborn Ferments, by volume purchased in FY 2021



MORE THAN A MAKEOVER

With a collectible design inspired by the sea at night, the Limited-Edition Blue Heart Crème de la Mer contains the same combination of ingredients that gives every batch of our iconic moisturizer its skin-soothing abilities.

Your purchase of this commemorative Blue Heart Crème de la Mer does not impact De La Mer's charitable donations.



TURNING TIDES, TOGETHER

No one can protect the ocean by themselves—it takes trust, teamwork and a shared vision of a hopeful future. That's why we launched La Mer Blue Heart Oceans Fund, a resource that helps us support organizations like these that share our commitment to protecting the ocean.

GREENWAVE

GreenWave scales the regenerative ocean farming model across North America by partnering with fishermen, Indigenous groups and other under-resourced coastal communities directly affected by climate change. With a grant, we're supporting their goal to plant one million acres of regenerative crops over the next decade.

EARTHECHO INTERNATIONAL

EarthEcho's OceanEcho 30X30 initiative aims to build a global youth movement to protect 30% of our ocean by 2030. Key regions of focus include the Galápagos, Antarctica, coastal California and southeast Florida. Together, we also launched the Future in the Bag campaign, working with local communities across the United States to reduce the use of plastic bags.

La Mer Crème de la Mer Blue Heart 60ml - €320,00 - Available as from 06/06/2022 online and instore at Ici Paris XL, APRIL, Parfuma, Meylandt, Gutmann, Peeters, Senteurs d'Ailleurs, Paris8 & www.lamer.eu/be

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