

# THE NEW LIFTING FIRMING SERUM

SCULPTS AND REDEFINES  
FOR A FIRMER, MORE LIFTED LOOK.



98%  
said appearance of skin's  
FULLNESS  
& VOLUME  
was restored\*

95%  
said skin looked more  
SCULPTED  
& DEFINED\*

# LA MER

\*Sensory testing conducted by third party on 112 Chinese women, ages 30-65, after using product for 4 weeks, twice daily. Effect varies by individuals

# INTRODUCING THE NEW LIFTING FIRMING SERUM: LA MER'S POWERFUL FORMULA HARNESSES SKIN'S DYNAMIC MEMORY

# LA MER



SEPTEMBER 2023– The NEW Lifting Firming Serum is La Mer's latest breakthrough in **skincare innovation** inspired by the power of memory found in nature, cognitive wellness, and material science. As a **first-of-its-kind** serum designed to reignite skin's memory of youthful firmness and lifted radiance, **The Lifting Firming Serum** awakens skin's mechanical memory of elasticity and targets 6 micro-zones, to help renew skin's firmness, density, volume, and youthful balance.

The Lifting Firming Serum is available in a **50ml** bottle and retails at a price of **€ 300**.

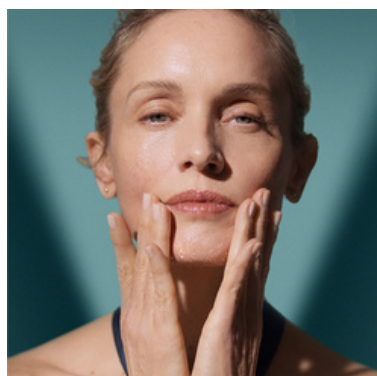
**La Mer's Max Huber Research Labs** embarked on a journey of exploration, uncovering the remarkable ability of its legendary **Miracle Broth™** to invigorate skin with essential energy and support natural mechanisms that fuel skin's ageless renewal. Our visible youth-regenerating elixir works in synergy with firming actives within The NEW Lifting Firming Serum for an uplifted look that redefines rejuvenation.

## THE NEW RESTRUCTURING FERMENT

Infused with a **potent ferment** to firm the feel of skin. For micro-plumping, and improved feel of bounce, densification, and volume, it's paired with **algae and low molecular weight hyaluronic acid** to deeply hydrate within skin's surface. Additionally, this potent ferment helps support **collagen** and fill skin with plumping hydration to recalibrate the look of contours.

## THE NEW DELIVERY SYSTEM

Crafted with **Fluid Framework Technology**, the serum utilizes a multi-energy dynamic process which creates an **active-infused structure** with red algae, delivering plumping potency that lifts the skin's look and renews its firmness. This **breakthrough technology** ensures optimized skin affinity and delivery, seamlessly marrying form, and function.



## A FIRMER, LIFTED LOOK

La Mer collaborated extensively with **Dermatologists and Plastic Surgeons** throughout its developmental journey, examining facial structure which is conceptualized as a 'V' shape known as the **'Triangle of Youth'**. With age, this triangular shape inverts and **The Lifting Firming Serum** targets the essential **youthful facial characteristics** that are attributed to the change, supporting prominent cheekbones, ample cheek volume, and a well-defined jawline. It visibly transforms **6 key structural zones**, including forehead, brow, cheeks, nasolabial folds, jawline and neck for a powerfully lifted look.

Skin begins to be **renewed with youthful bounce** and elastic feel within **7 days**, effectively helping skin quite literally 'spring back' to its radiant best.

The Lifting Firming Serum's **silky texture** absorbs quickly and penetrates deeply, infusing high-performance activity with unparalleled sensoriality to revitalize and transform skin's **ageless look**.

## 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 skin. **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.



The NEW Lifting Firming Serum will be available in all points of sale as of September 2023  
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