



# LA MER

Introduces the new:  
**THE RADIANT SKINTINT SPF 30**

# THE RADIANT SKINTINT

**AVAILABLE AS FROM JUNE 2020**

Bringing together La Mer's legendary skincare benefits and soft, beautiful coverage into one transformational 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, hydrated, and soothed. From weightless tints to silky-soft foundations, the Skincolor de la Mer collection is all about mixing and matching to suit your individual skincare and makeup needs.

Skincolor de la Mer continues to inspire the beauty regimen with the introduction of **The NEW Radiant SkinTint SPF 30**— a new essential with La Mer's legendary cell-renewing elixir, Miracle Broth™, that work together to deliver beautiful, customizable coverage and healing hydration. **The Radiant SkinTint SPF 30** is available as from May.

The Skincolor de la Mer has adjusted a few of the ingredients. Now, the soft sea ferment is used in the products, which is a potent sea-sourced ferment, crafted with a transformative Tidal Algae that helps the skin retain its natural hydration for soft, healthy-looking skin. Besides the soft sea ferment, also the soft matrix technology is used. This is a hybrid treatment primer that transforms and protects via a fresh, interactive system. In addition, the new flawless fermed, infused with precious Rose Algae is being used. The ferment helps soften and smooth to transform the skin's texture and translucency for a lit-from-within glow.



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### **THE NEW RADIANT SKINTINT SPF 30**

Introducing La Mer's **Radiant SkinTint SPF 30** – a sheer, lightweight tint that brings a veil of healthy, natural color to your complexion leaving it radiant and glowing. **The Radiant SkinTint SPF 30** seamlessly blends sheer color, healing hydration and La Mer's renowned skincare benefits. It instantly brightens skin, diminishing any signs of dullness or fatigue, leaving skin looking naturally flawless, translucent and with a lit-from-within glow. Over time, the highly potent sea-sourced Perfecting Ferment helps build natural collagen reducing lines and wrinkles.

Skin looks and feels silky, smooth, and plump. Cell-renewing Miracle Broth™ energizes and soothes skin while SPF 30 and anti-oxidant powerhouse Lime Tea Concentrate help protect from environmental stressors that can age the look of skin. This sheer wash of healthy color leaves your skin looking like your skin, only better, enhancing your natural beauty.



LA MER

# SKINCOLOR DE LA MER COLLECTION

**NEW: THE NEW RADIANT SKINTINT SPF 30**

Sheer coverage to instantly energize and awaken  
Available in 6 shades on [www.lamer.eu](http://www.lamer.eu) and e-retail as  
from June 2020 and all other point of sales as from  
September 2020 for €86

**THE SOFT FLUID LONG WEAR FOUNDATION SPF 20**

Naturally buildable day-to-night radiance  
Available in 8 shades at all La Mer Point of Sales for €98

**THE LUMINOUS LIFTING CUSHION FOUNDATION SPF 20**

Fresh, buildable touch-ups in a carry-with compact  
Available in 6 shades at all La Mer Point of Sales for €98

**THE HYDRATING ILLUMINATOR**

Instant radiance for a lit-from-within glow  
Available at all La Mer Point of Sales for €65

**THE CONCEALER**

Buildable full coverage with youth-boosting antioxidant  
defense  
Available in 3 shades at all La Mer Point of Sales for €60

**THE SHEER PRESSED POWDER**

Instantly healthy, sheer-matte look  
Available in 4 shades at all La Mer Point of Sales for €75

**THE POWDER**

Light as air for an ultra-sheer, flawless finish  
Available at all La Mer Point of Sales for €75

**THE FOUNDATION BRUSH**

Smooth, precision coverage  
Available at all La Mer Point of Sales for €55

**THE POWDER BRUSH**

Versatile coverage  
Available at all La Mer Point of Sales for €55



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