

LA MER

UNDER EMBARGO UNTIL JULY 22nd, 2024

VISIBLE SKIN REJUVENATION. NIGHT AFTER NIGHT STARTS TO REVERSE 8 CRITICAL SIGNS OF VISIBLE AGING IN ONE NIGHT

La Mer unveils The *NEW* Rejuvenating Night Cream, a powerhouse moisturizer for your nightly skincare ritual. Crafted to energize skin's nocturnal renewal mode for a full look of rejuvenation, The *NEW* Rejuvenating Night Cream delivers visible benefits, night after night. The comprehensive impact of The Rejuvenating Night Cream targets 8 critical signs of aging— fine lines, plumpness, softness, radiance, firmness, smoothness, texture, wrinkles- going beyond treatment of the isolated signs of visible aging. This innovative formula is Infused with MRA-3™, a new sea-borne skin renewal complex from La Mer, that creates a powerful combination with the brand's signature Miracle Broth™. The breakthrough formula was specially designed to quickly absorb into skin, making its texture pillow proof and allowing the key ingredients in The Rejuvenating Night Cream to recharge and speed skin rejuvenation, from the first night.

MRA-3™: LA MER'S NEW MARINE RETINOL ALTERNATIVE

Tapping into the soothing powers of the sea, La Mer unveils results with The Rejuvenating Night Cream, suitable for even sensitive skin. MRA-3, similar to retinol, enhances skin density to help reinforce skin to produce visible benefits such as hydration and plumpness.

MRA-3, is a concentrated trio of marine-based ingredients formulated with a triple mode of action to drive visible renewal and repair. It's composed of a dual extraction from the sea-shore plant, Sea Fennel, blended with potent brown algae. The two Sea Fennel extracts, blended with the potent brown algae, deliver visible anti-aging effects without the compromise of irritation and adjustment period associated with retinol.

MIRACLE BROTH™: SLUMBER'S PERFECT PARTNER

At night, skin transitions into a restorative phase, making it the optimal time to absorb topical treatments. However, adequate energy is essential for optimal repair. Miracle Broth recharges skin overnight, enhancing the skin's self-restoration and sparking visible renewal by morning. It creates an ideal environment for all-night renewal.



PILLOW PROOF: THE NEW BIO-MIMETIC STRUCTURE

La Mer scientists created a rich texture that mimics the top layer of skin to act like a virtual sheet of moisture, locking in actives and nourishing skin while working continuously for to target visible signs of aging while you sleep. Buttery at first touch, the rich night cream melts once applied to skin. Pillow-proof, it envelops and saturates skin with nutrients, enhancing bioavailability and optimizing nightly renewal, without transferring onto the surface of a pillow. A refreshing burst of soothing Miracle Broth floods skin, imparting a luxurious, soft-focus finish and an unparalleled texture.

SAFE FOR EVEN SENSITIVE SKIN

The NEW Rejuvenating Night Cream has been tested on all skin tones and skin types, including sensitive skin.

THE RESULTS

Starts to reverse 8 signs of visible aging in 1 night: plumpness increases by **15%**, temple fine lines decrease by **19%**, firmness improves by **9%**, smoothness enhances by **12%**, texture improves by **8%**, radiance boosts by **10%**, softness increases by **15%**, and wrinkles reduce by **4%**. (1)

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. 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.

SUGGESTED RETAIL PRICE

30ml - €245
60ml - €460
100ml - €690

AVAILABLE FROM SEPTEMBER 2ND

30ml & 60ml available at all points of sale
100ml available at selected points of sale

CONTACT

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(1) Clinical testing on 31 women after using product once.