

# **Deep Healing Hydration Therapy**

## **Introducing The NEW Treatment Lotion Hydrating Mask**

Imagine the freedom to mask at any moment. La Mer now holds the promise of delivering deep healing hydration – anytime, anywhere.

Introducing The Treatment Lotion Hydrating Mask. The energizing vitality that made The Treatment Lotion a celebrated phenomenon, is now reimagined in a luxurious sheet mask to deliver a new masking experience. Crafted with a high performance skin-hugging technology that delivers deep energy and hydration, you're now free to move, free to mask – free to multi-task mask.

Born from a completely unique formula inspired by the sea, The Treatment Lotion Hydrating Mask is powered by La Mer's nutrient-rich Miracle Broth™ and The Revitalizing Ferment to help promote younger-looking skin. Within minutes, sensitivities appear soothed and skin is plumped and energized to reveal a healthy, hydrated glow.

### **MICRO FIBER TECHNOLOGY**

The high-performance mask was designed in Japan using a unique jet-spun process to create millions of micro-fibers that feel like cashmere. The mask gently hugs the skin, while driving concentrated activity deep within skin's surface for a softer, smoother, visibly revived look. Its unique skin-hugging properties make it ideal for enveloping the skin in hydration and energy – anytime, anywhere.

### **REVITALIZING INGREDIENTS**

#### **Miracle Broth**

Formulated with sustainably sourced, hand-harvested sea kelp, Miracle Broth delivers a surge of calm to help soothe visible irritation and redness to jumpstart a deep and glowing vitality.

#### **The Revitalizing Ferment**

Made with a cocktail of algae including Scenedesmus – an ancient algae that adapted from the ocean to the desert by cocooning itself in a protective sheath – combined with 73 sea based minerals and nutrients, this multi-tasking ferment helps revive and replenish skin cells.

#### **Softening Waters**

La Mer's proprietary Deconstructed Waters™ are infused with algae micro gel and hyaluronic acid to create a delivery system that drives renewing, revitalizing and hydrating activity deep within skin's surface.

#### **TOTAL IMMERSION**

Infused with a full ounce of The Treatment Lotion in each sheet mask, a concentrated rush of healing hydration visibly plumps, awakens and revitalizes skin in minutes. For the ultimate hydration ritual, prep the skin with The Treatment Lotion and follow with The Treatment Lotion Hydrating Mask.

Suggested Retail Price : €150.00 (6 masks) - €25.00 (1 mask)

On Counter Date : August 2018 (6 masks) - €25.00 (1 mask)