

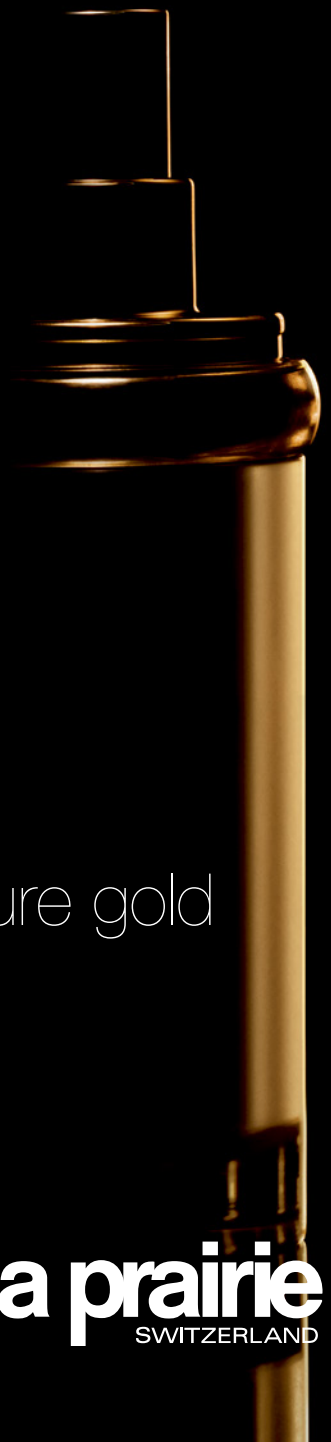
instant perfection endless radiance

introducing

cellular radiance
perfecting fluide pure gold

new february 2016

la prairie
SWITZERLAND



Bring out your inner radiance for the world to see, and turn flaws into flawlessness with Cellular Radiance Perfecting Fluide Pure Gold, a new generation treatment product from La Prairie.

Gold has a long and storied past, beloved by many cultures for its health-giving properties. Over 5,000 years ago, the Egyptians ingested gold for mental, physical and spiritual purification. The Alchemists of Alexandria believed that gold was a mystical metal that represented the perfection of matter and that its presence in the body would enliven, rejuvenate as well as restore youth and perfect health. In ancient Rome, gold salves were used to treat a variety of skin problems. Cleopatra was rumored to have slept with a gold mask on her face every night to enhance her complexion and keep her skin glowing.



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It is no surprise then that La Prairie scientists feature the precious metal in various iterations within the Radiance Collection, which helps reignite skin's youthful radiance with rare gold ingredients – the essence of opulence – to help revitalize and perfect skin's appearance, restoring lustrous texture and tone. Now, in a formula so unique and a texture so silky, this precious ingredient helps your skin achieve flawless perfection, as in a never-ending golden hour.


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The latest gilded pleasure within the Radiance Collection portfolio, Cellular Radiance Perfecting Fluide Pure Gold, showcases a new milestone in skin revitalization. Turning flaws to flawlessness, a collagen-boosting golden peptide helps improve skin quality below the surface, where radiance begins, for smoother-looking skin that reflects light at its best. Golden photo-reflecting agents and pure gold powder provide an immediate golden glow.

Pairing instant skin perfection with long-term skin revitalization, Cellular Radiance Perfecting Fluide Pure Gold bathes skin in an incandescent glow. With Cellular Radiance Perfecting Fluide Pure Gold, golden perfection is yours.

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Enter the world of radiance with Cellular Radiance Perfecting Fluide Pure Gold. There is a magic time when a fleeting light casts a spell on everything it touches. It starts the moment the sun begins to rise, and just before it sets. Shadows lengthened, colors are enhanced, the earth is in soft focus. Warm light bathes the skin in breathtaking beauty. It is an elusive moment revered by artists that stirs something deep inside us, which feels unlike anything else in the world. Some call it the Golden Hour. We call it Radiance.

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Scientists know that collagen in the skin is responsible for brightness, even-tone and a youthful look, scattering light back towards its surface. Empowered by La Prairie's advanced gold-science platform, Cellular Radiance Perfecting Fluide Pure Gold contains an exclusive combination of pure gold, golden reflecting agents and a unique, collagen-boosting golden peptide – and our exclusive Golden Lotus Blend made with Lotus Japonicus, an extraordinary flower revered in Asia where it is considered to be a plant of renowned beauty.

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Once Cellular Radiance Perfecting Fluide Pure Gold is applied, the lightweight gel-cream emulsion becomes fluide, working its magic on skin. Instantly, skin looks enhanced. Enriched by gold's anti-redness properties, it calms skin's appearance and imparts a fine, soft-focus finish. Over the long-term, skin quality is improved from deep within, as firmness is improved and texture is continuously refined and smoothed.



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With Cellular Radiance Perfecting Fluide Pure Gold, in an instant, beauty is bathed in golden light, visibly perfected. Over time, your skin appears deeply revitalized, and radiance is enhanced.

How to apply:

- Apply AM and/or PM after cleansing, toning and serum application.
- Using fingertips, gently smooth over face.
- If additional moisture is preferred, Cellular Radiance Perfecting Fluid Pure Gold can be applied over La Prairie moisturizer of choice.



the radiance collection

revitalizing & perfecting

CELLULAR RADIANCE NIGHT CREAM
CELLULAR RADIANCE CREAM
CELLULAR RADIANCE EMULSION SPF 30
CELLULAR RADIANCE PERFECTING FLUIDE PURE GOLD
CELLULAR RADIANCE CONCENTRATE PURE GOLD
CELLULAR RADIANCE EYE CREAM



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