

**la prairie**  
SWITZERLAND

LA PRAIRIE  
PRESENTS

WHITE CAVIAR  
CRÈME EXTRAORDINAIRE



## UNLOCK THE POWER OF LIGHT

La Prairie introduces White Caviar Crème Extraordinaire, a lavish moisturising cream that offers new levels of luminosity and evenness. The breakthrough research of our scientists has engendered the single most powerful illuminating molecule yet, infused in a cream that works to banish dark spots and other skin discolourations. Inspired by the idea of spotless, luminous skin, White Caviar Crème Extraordinaire is an outstanding formula — the result of La Prairie's continued quest to deliver the most effective, exquisite skincare experience. It works to illuminate the skin as if by a flattering light — with results that are measurable in two weeks, visible in four, extraordinary in eight.

With this latest innovation, La Prairie sought to harness the power of light. It is the power to enliven, to enhance, to beautify — the very power that artists strive to capture in their works to highlight their subjects. In speaking about his groundbreaking discovery, Louis Daguerre, the Father of Photography, said, "I have seized the light. I have arrested its flight." His approach illuminated his subject, driving out the shadows and capturing that luminosity for all eternity.

With its heritage of audacity, La Prairie has achieved that same master-stroke with its latest innovation in the science of light.



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## THE EXTRAORDINARY ILLUMINATING MOLECULE

Following years of research that included screening 50,000 ingredients to find the single most powerful brightening active, Lumidose was identified by the scientists at La Prairie. This revolutionary patented molecule is the most effective in supporting the inhibition of melanin, the pigment that causes dark spots.

Melanin production is controlled primarily by one key enzyme for melanin synthesis: Tyrosinase. Of all the ingredients La Prairie screened, Lumidose has the lowest  $IC_{50}$ -value — the concentration required for 50 per cent inhibition of tyrosinase activity — making it the most powerful inhibitor for human tyrosinase known. The potency of Lumidose lies in the extremely efficient disruption of melanin formation, leading to a more even complexion.

Dark spots seem to fade, as if banished by a powerful ray of light. Exclusive to White Caviar Crème Extraordinaire, Lumidose provides extraordinary results, helping to reduce the appearance of dark spots.



## BEYOND LUMINOSITY

White Caviar Crème Extraordinaire goes beyond mere brightening to unlock the power of light.

The formula's optimised concentration of Lumidose helps it to reach the source of discolouration, surpassing all cosmetic standards for a never-before-seen illuminating effect. Lumidose is paired with La Prairie's Smart Crystal White, a delivery system for a powerful brightening active that works to interrupt the signalling pathways of melanin production.

Formulated with rare Golden Caviar extract found only in the White Caviar Collection, it also provides exceptional firming benefits. Enriched with La Prairie's Exclusive Cellular Complex, which uses cutting-edge biotechnological research to give new life and energy back to the very cells where beauty is born, White Caviar Crème Extraordinaire diffuses all shadows, leaving skin looking firm and immaculate.





## BRILLIANT DESIGN

The power of light contained in White Caviar Crème Extraordinaire is hinted at from the moment it emerges from its silver box. The clean lines of the pearlescent, cylindrical vessel are punctuated by a brilliant, sculpted ring that evokes the collection's namesake caviar beads. The high-polish silver cap opens like a jewel box to reveal an integrated, light-reflecting mirror. With a press of the sleek inverted button, an innovative airless pump is activated, releasing the perfect dose of pristine white cream – the precise amount for extraordinary luminosity.



## THE WHITE CAVIAR RITUAL

Morning and evening, cleanse face thoroughly. Apply White Caviar Illuminating Clarifying Lotion, the first step to brighter, firmer skin. Follow with White Caviar Illuminating Eye Serum, with its potent combination of active ingredients to help diminish the appearance of darkness under the eye while smoothing the look of lines. Over the rest of the face, neck and décolleté, apply White Caviar Illuminating Pearl Infusion, a serum that targets age spots, redness and greyness – the three chromatic light-barriers to a luminous complexion. Gently dab eye area with White Caviar Illuminating Eye Cream, a sheer, moisture-rich formula that helps brighten the delicate skin around the eye and leaves it feeling hydrated. Finish the Ritual by dispensing a single dose of White Caviar Crème Extraordinaire and smoothing it gently over entire face, avoiding eye area. For optimised protection against UV-induced effects of aging, generously apply Cellular Swiss UV Protection Veil SPF 50 in the morning and repeat throughout the day.

The exceptional brightening and firming benefits of the White Caviar Collection reduce uneven tone, leaving skin with an illuminated youthfulness.

