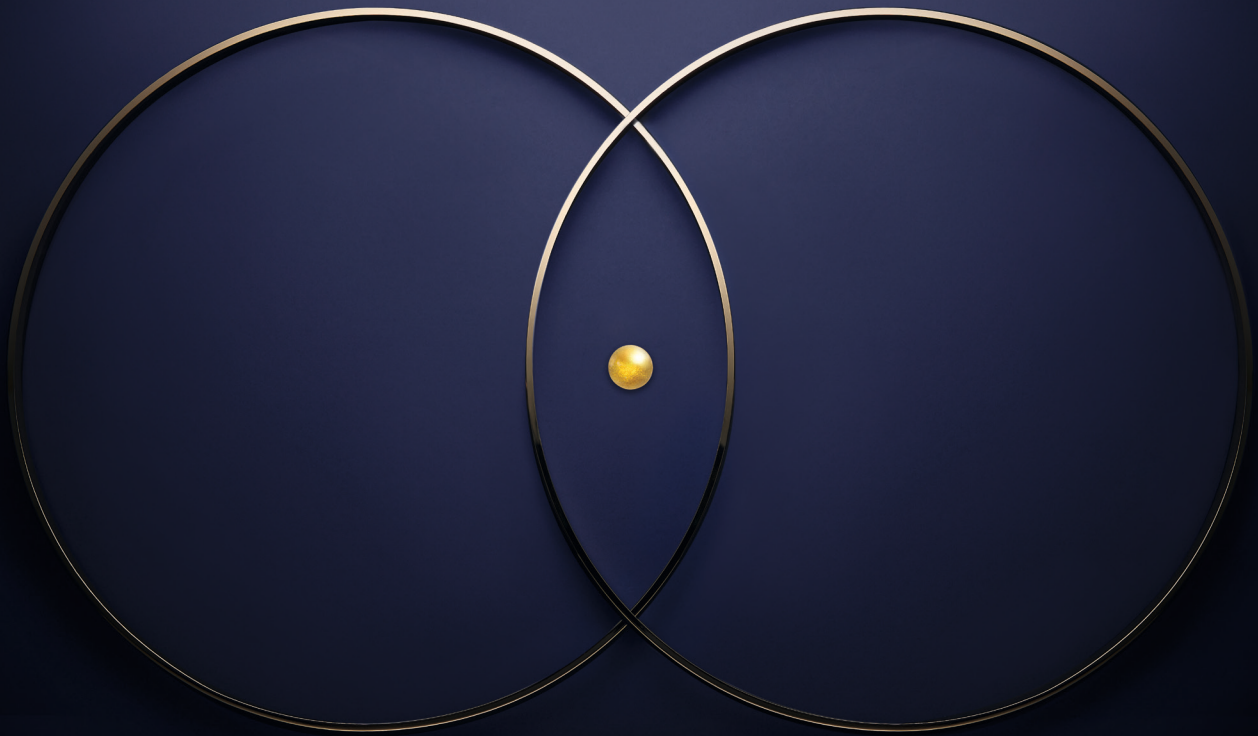




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"THE REAL VOYAGE OF DISCOVERY CONSISTS
NOT IN SEEKING NEW LANDSCAPES, BUT IN HAVING NEW EYES."
– MARCEL PROUST

EYES IN FOCUS

When we focus on something, we gaze at it. The word "gaze" is one that evokes intensity, passion, a propensity to dream. It is frequently used in English idioms – "to gaze longingly", "to gaze into the soul of another", "to meet one's gaze" – but what does this word so weighted in poetic connotations really mean?

It is this very question, this emotional, powerful, defining quality of the gaze that La Prairie explores with its latest creation.

Known as the mirror of the soul, the eyes also tell a story of time past. The eye area includes some 22 muscles which are in perpetual motion. Indeed, we blink on average 10,000 times a day. Consequently, the delicate skin around the eye is the area of the face which displays the most concentrated signs of aging, including gravity's noticeable effects on both the upper and lower lids and brows, loss of elasticity, fine lines and wrinkles.



CAVIAR SCIENCE FOR THE EYES

At La Prairie, the boundaries of innovation are constantly being pushed, the potency of caviar science is always being enhanced and new realms of its potential are perpetually being explored. With an infusion of Caviar Premier, the latest caviar incarnation developed by La Prairie scientists, the eye becomes the focus of La Prairie's Swiss science. Caviar's full lifting potential is harnessed for the first time to revive, raise and redefine the gaze.



La Prairie introduces Skin Caviar Eye Lift, the first eye-opening serum for the whole eye area, including brows – the gentle yet effective answer to eye lifting and firming concerns. Skin Caviar Eye Lift is a potent combination of two formulas enriched with Caviar Premier and 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.

The results are simply unprecedented. Using innovative algorithms specifically developed for the study of Skin Caviar Eye Lift's data, the scientists at La Prairie found that with regular use, over time the eyes are opened while the eye contours and eyebrows appear redefined. The upper lids look tightened while crow's feet appear visibly reduced. Lower lids appear smoothed and under-eye bags and puffiness look diminished. With daily use, the complete eye area appears lifted and firmed. The gaze is raised, revived, redefined – reawakened with a new appearance, with a new perspective.

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SKIN CAVIAR EYE LIFT



INNOVATIVE DESIGN FOR AN ELEVATED EXPERIENCE

The innovation that defines Skin Caviar Eye Lift is not limited to its cutting-edge formula. Inspired by the vial design of Skin Caviar Liquid Lift and its visible caviar beads, this latest eye area treatment is an homage to the potency and indulgence of the La Prairie's iconic gold caviar beads. With a press of the activating pump, the two formulas – one encapsulated in caviar beads, the other in an innovative tourmaline-pink gel-cream emulsion, each housed in separate chambers to maintain their purity – are drawn up to a patent-pending mechanism that freshly blends them with each use. The result is a delightfully textured serum that melts into skin with a refreshing touch and an immediate tensing sensation.

Skin Caviar Eye Lift brings together audacious science, cutting-edge technology and the indulgence of caviar in one elevated creation for the eyes.

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A FOCUSED RITUAL

The Skin Caviar eye area ritual begins with perfectly clean skin. A few drops of Essence of Skin Caviar Eye Complex helps soothe and prepare the eye area for the treatments to follow.

Gently pressing on the pump of Skin Caviar Eye Lift activates the blending mechanism and releases a single dose. Starting at the inner corner of the eye, the silky formula is dotted along the eyelid crease to the outer corner. As the dabbing gesture continues along the eye's contours, a pleasant lifting sensation takes place, adding a delightful moment of indulgence to the morning or evening skincare ritual.

Follow with Skin Caviar Luxe Eye Cream to complete the Skin Caviar eye area ritual for an indulgent experience that puts the eyes in focus.

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SKIN CAVIAR EYE LIFT

REVIVE · RAISE · REDEFINE
THE GAZE IS REAWAKENED

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INFUSED WITH CAVIAR PREMIER

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