

LA PRAIRIE INTRODUCES
THE RE-IMAGINED
PLATINUM RARE COLLECTION



“TIME IS AN ILLUSION.”

ALBERT EINSTEIN

TIME SUSPENDED

Platinum, that most noble of metals, originated with the exceptional collision of two neutron stars in a distant corner of the Universe, where gravity is extreme. According to Albert Einstein's theory of relativity, the higher the gravity, the slower time passes. Consequently, Platinum comes from a place where time is suspended. It hurtled to Earth in a meteor shower more than 3.5 billion years ago carrying with it its own dimension of time – the Platinum Moment.

Intrigued by the possibilities to disrupt the rules of time that the Platinum Moment represents, the scientists at La Prairie pursued their quest for eternal beauty. With the re-innovation of the Platinum Rare Collection, La Prairie re-creates this moment – a moment in which time is suspended – and Haute-Rejuvenation is born.



HAUTE-REJUVENATION

Haute-Rejuvenation is the very essence of the Platinum Rare Collection, inspired by La Prairie's rich heritage that began with the pioneering work of Dr Paul Niehans, the Father of Cellular Therapy. His groundbreaking rejuvenating therapies were developed at the Clinique La Prairie in Montreux, Switzerland, more than 80 years ago. They form the foundation of La Prairie's continued research and serve as the genesis of today's Haute-Rejuvenation. More than a science, Haute-Rejuvenation is an expression of La Prairie's savoir-faire, offering the most elevated, high-performing formulation, sensorial experience and exquisite packaging to date.

In 2020, La Prairie presents a new chapter with the Science of Haute-Rejuvenation.



THE HIGH ART OF REIGNITING A YOUTHFUL APPEARANCE

The skin's natural rejuvenating power is based on a coordinated effort of skin cells in all skin layers. This creates an efficient network of interconnected processes of rejuvenation. Due to the interconnectivity of these processes, activation of one will trigger the others. Unfortunately with age, the skin's natural rejuvenating capacity decreases.

To act upon this, La Prairie has identified five key rejuvenating processes in the skin. This triggers many further important rejuvenating processes. The Science of Haute-Rejuvenation supports the skin's natural network of interconnected rejuvenating processes to create a unique virtuous Loop of Rejuvenation throughout the skin, addressing all signs of aging.



Two active ingredients are key to supporting the rejuvenating processes: La Prairie's patented Exclusive Cellular Complex and the new, exclusive Platinum Multi-Peptide specifically developed for Platinum Rare Collection.

The new Platinum Multi-Peptide is a tight complex of three different peptides attached to spherical platinum particles and designed to trigger rejuvenating activities. While the previous platinum peptide mainly helped the activation of collagen production, the new Platinum Multi-Peptide goes beyond as it was designed to also help strengthen the skin barrier and improve its moisture balance.

La Prairie's patented Exclusive Cellular Complex pays tribute to Dr Paul Niehans. Initially developed at the Clinique La Prairie, it underwent a major evolution in the 1990s, with biotechnological processes replacing extraction technologies.

La Prairie's Exclusive Cellular Complex is considered to be the guardian of the epidermis and gives new life and energy back to the very cells where beauty is born. It infuses the skin with essential nutrients and helps protect it from stress factors. It also targets essential cells and components of the extracellular matrix for a rejuvenated appearance.

La Prairie succeeded in renewing its patent for the Complex after the 20-year expiration date – a rare occurrence in the world of intellectual property law. This was because the new findings that the Exclusive Cellular Complex protects essential cells were so surprising.

Empowered by the new Platinum Multi-Peptide and the Exclusive Cellular Complex, the Platinum Rare Haute-Rejuvenation formulas help to strengthen the skin's barrier, renew epidermal cells, protect against external stress factors, improve the cell's environment and stimulate cell communication. These cellular activities have been identified by in vitro tests on skin cells and on three-dimensional skin models as well as by clinical studies with analysis of various skin components. The resulting new formulas infuse the re-innovated Platinum Rare Collection creations: Platinum Rare Haute-Rejuvenation Elixir, Platinum Rare Haute-Rejuvenation Eye Elixir, Platinum Rare Haute-Rejuvenation Eye Cream and Platinum Rare Haute-Rejuvenation Cream.

Through his avant-garde development of Cellular Therapy, Dr Niehans was able to suspend time for his clients, adding life to years. However, while the effects of his therapy were clear, how they came to be was less so. Drawing inspiration from his research, La Prairie has succeeded in suspending time by stimulating key processes, creating a virtuous Loop of Rejuvenation.

With the Science of Haute-Rejuvenation, skin's texture is refined, wrinkles appear smoothed, moisture levels are augmented, skin tone appears more even, the natural glow of youth is enhanced, firmness and elasticity are supported and volume is restored – visibly reversing the signs of aging, bringing the Platinum Moment to life.



EXQUISITE DESIGN FOR AN ELEVATED EXPERIENCE

The seminal Platinum Rare Collection design has also been revisited, harmonising aesthetics to the codes of the Collection's treasured amethyst-shaded creations. Sublime platinum-coloured details have been added on both the pipettes and their pump buttons to echo the sheen of the precious metal. To further elevate the unveiling experience, La Prairie has introduced platinum-coloured boxes that echo the codes of haute-joaillerie.

Though a new ground-breaking science has been introduced to the formula, the velvety, shimmering textures and delicate signature fragrance that propel the Platinum Rare creations to the ultimate skincare experience have been preserved – both silky serums and unctuous creams bring the senses to another dimension, on the other side of time.

With the re-innovation of the Platinum Rare Collection through the fusion of luxury savoir-faire and exceptional skincare benefits, rejuvenated skin emits the beauty of the Platinum Moment – now and eternally.



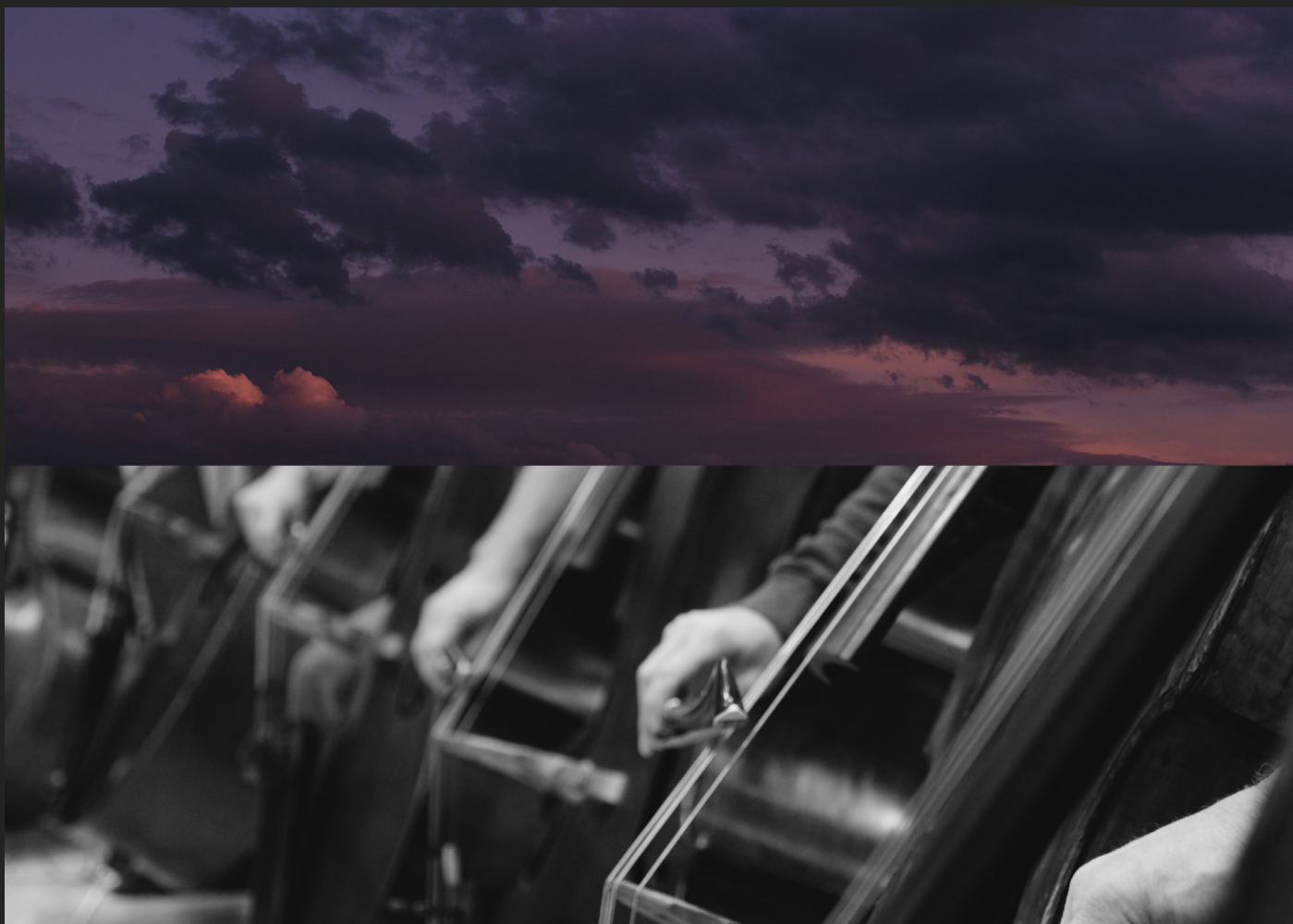
A TIMELESS RITUAL

The Haute-Rejuvenation skincare ritual begins with perfectly clean skin. A few drops of Platinum Rare Cellular Life-Lotion will detoxify, renew and reset skin, preparing it for the treatments to follow. During the day, Platinum Rare Haute-Rejuvenation Elixir will leave the skin feeling restored, smooth and tightened, while at night, a drop of Platinum Rare Cellular Night Elixir promises newborn skin by morning. The day or night elixir is followed by Platinum Rare Haute-Rejuvenation Eye Elixir, an astonishing serum formulated to help diminish the look of wrinkles, visibly lift and firm, and brighten the feeling of puffiness under the eyes. Platinum Rare Haute-Rejuvenation Eye Cream follows, a potent eye treatment that lifts and brightens, diminishing the appearance of lines and the appearance of dark circles. The ritual is completed with Platinum Rare Haute-Rejuvenation Cream, the ultimate, transformative experience that combats all visible signs of aging.



THE PLATINUM MOMENT AN ARTISTIC ENCOUNTER

La Prairie explores the notion of Time Suspended through an artistic encounter between Japanese contemporary artist Nobuhiro Nakanishi, and renowned British composer Max Richter. Two artistic interpretations converging to re-create The Platinum Moment in one singular experience. The arresting installation, *Echo of Time*, is a “layer drawing” sculptural art piece, featuring a sequential series of photographs of the Swiss Alps taken at twilight by Nakanishi and accompanied by the epic *Platinum* score composed by Richter exclusively for La Prairie. It is an immersive work that invites contemplation and transports the viewer on a journey through time. The artistic collaboration between Nobuhiro Nakanishi and Max Richter will be available to experience from November 12–15, 2020 in the La Prairie Lounge at West Bund Art & Design in Shanghai.



PLATINUM RARE HAUTE-REJUVENATION CREAM

THE PLATINUM MOMENT,
A MOMENT OF PERPETUAL REJUVENATION.

