

la prairie
SWITZERLAND

SKIN CAVIAR
LUXE CREAM

REMASTERED WITH
CAVIAR PREMIER

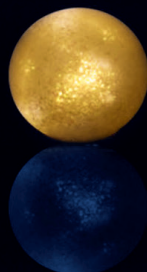


THE CAVIAR MASTERPIECE REMASTERED

Certain objects are considered masterpieces not just for their beauty or sophistication, but because they evoke a profound emotion, because they are precious, because they represent a splendid example of innovation, savoir-faire, or a philosophy of precision. In its quest to create the most indulgent skincare more than 30 years ago, La Prairie unveiled to the world caviar's unique power to nourish and regenerate the skin, creating a masterpiece of design, science and indulgence.

Today, La Prairie remasters its masterpiece, inspired by the idea that a masterpiece is at once from a different time and forever contemporary. A masterpiece lives beyond the limits of time. Its effect is eternal. It has a distinctive style, an exacting technique, a clear balance and a refined harmony.

After years of research that leverages its unparalleled caviar expertise, La Prairie reinvents caviar with a new incarnation: Skin Caviar Luxe Cream Remastered with Caviar Premier, a moisturising cream that offers a unique dimension of sensorial indulgence paired with never-before-seen lifting and firming.



A MASTERPIECE OF CAVIAR SCIENCE

With its launch in 1987, La Prairie made the inconceivable choice of using Caviar Extract, drawn from the rich depths of the sea, to infuse skin with the very source of life. The Skin Caviar Collection continues to surprise after more than 30 years, evolving since its inception to consistently offer exceptional lifting and firming combined with cutting-edge performance. With continued research and new technological advancements came Caviar Water, followed by Caviar Absolute. Now, a new era in caviar science ushers in Caviar Premier.

La Prairie's breakthrough caviar science augments natural Caviar Extract with Caviar Mimetics. Caviar Premier is the powerful result of this formidable innovation.

With Caviar Premier, caviar's whole potential is harnessed for the first time, pushing the boundaries of performance.

Remastered with this new form of caviar, Skin Caviar Luxe Cream provides unmatched visible results. Combined 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, it offers a phenomenal formula for legendary lifting and firming. Caviar's benefits are strengthened and magnified. The skin undergoes a total transformation. Features are supported, tightened and toned. Skin gains in tautness and suppleness.

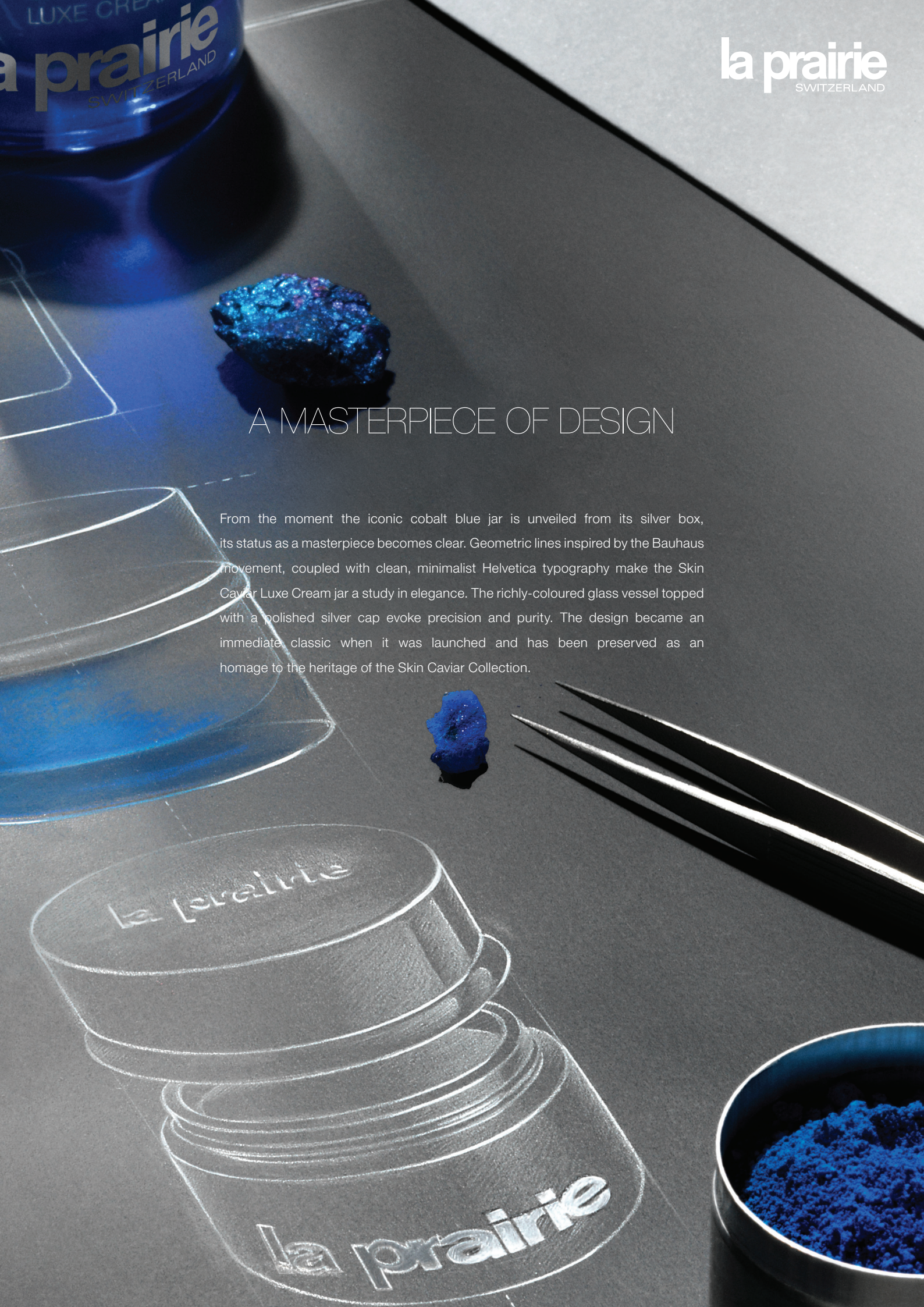


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A MASTERPIECE OF DESIGN

From the moment the iconic cobalt blue jar is unveiled from its silver box, its status as a masterpiece becomes clear. Geometric lines inspired by the Bauhaus movement, coupled with clean, minimalist Helvetica typography make the Skin Caviar Luxe Cream jar a study in elegance. The richly-coloured glass vessel topped with a polished silver cap evoke precision and purity. The design became an immediate classic when it was launched and has been preserved as an homage to the heritage of the Skin Caviar Collection.



A MASTERPIECE OF INDULGENCE

The remastered Skin Caviar Luxe Cream is a true feast for the senses. It offers an exquisite moment of indulgence with the delicate gesture of the application. The iconic sensorial experience features a modern interpretation of Skin Caviar's signature fragrance and a rich texture that glides on skin smoothly, leaving it feeling exceptionally soft.



THE SKIN CAVIAR RITUAL

Experience legendary lifting and firming in two indulgent textures – for the luxury of choice. Both Skin Caviar Luxe Cream and Skin Caviar Luxe Cream • Sheer have been remastered with Caviar Premier.

Apply morning and evening after cleansing, toning, Skin Caviar Essence-in-Lotion and Skin Caviar Liquid Lift application. When a little extra nighttime indulgence is needed, use Skin Caviar Luxe Sleep Mask Remastered with Caviar Premier.

To ensure the purity of the cream is maintained, use the sleek spatula to swipe a small amount onto fingertips. Gently smooth over face, neck and décolleté with an outward and upward sweeping motion.

For day, follow with Skin Caviar Concealer • Foundation SPF 15 or Skin Caviar Essence-in-Foundation SPF 25/PA+++ for complexion perfection.

