

la prairie
SWITZERLAND

THE EQUATION OF LIGHT,
DECODED.

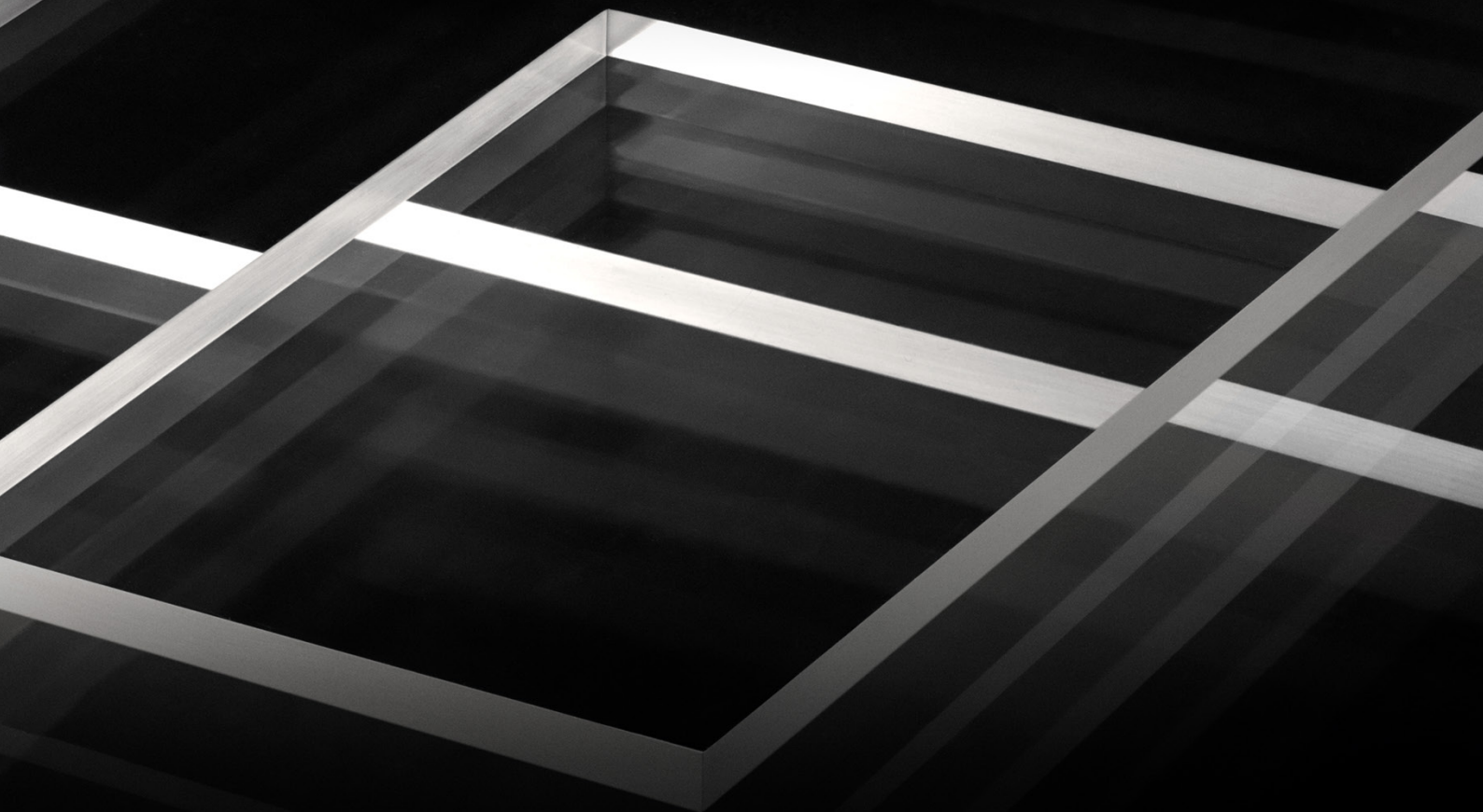


"THERE IS A SINGLE LIGHT
OF SCIENCE, AND TO BRIGHTEN
IT ANYWHERE IS TO BRIGHTEN
IT EVERYWHERE."

ISAAC ASIMOV, PHYSICIST

The Science of Light as defined by La Prairie seeks to understand the various factors that impede skin's luminosity. In pursuing their research, the Swiss scientists at La Prairie asked themselves a simple, essential question: what if there were a way to decode skin's luminosity? A new chapter in La Prairie's heritage of bold scientific research has thus come to light.

The La Prairie scientists drafted an equation that represents the relationship between skin's luminosity and the different factors that affect it – The Equation of Light. Put simply, there are two parts to the equation: colour and reflection. In order to reach optimum luminosity, it is imperative to first decipher these two elements.



DECIPHERING COLOUR

Skin's colour spectrum is made up of naturally occurring pigments associated with different skin layers. These pigments absorb light, a process which turns white light into coloured light and results in a reduction of the intensity of the light reflected from the skin, also referred to as luminosity or glow. With age, the amount of these pigments increases, diminishing the natural luminosity of the complexion and leading to skin that appears older than it actually is.

GREY

Dust and particulate matter from pollution accumulate on the skin's stratum corneum, the upper-most layer of the epidermis, creating a superficial veil of particles that diminishes the natural, healthy-looking light of youthful skin.

YELLOW

Oxidative stress due to excessive free radicals can lead to protein degradation, including collagen glycation in the dermis. The result is an unhealthy-looking, yellow cast that diminishes skin's inner light.

BROWN

With exposure to the sun's UV and infra-red rays and blue light emanating from digital screens, melanin production in the epidermis can be increased. In aging skin in particular, some melanocytes may be damaged by cumulative UV exposure, causing them to continuously overproduce melanin, leading to local discolouration, otherwise known as age or dark spots that reduce the skin's natural luminosity.

RED

Exposure to external stress factors such as UV rays, irritants, micro-organisms and free radicals can lead to inflammation and dilation of the capillaries in the skin's deeper layers. Persistent exposure to such external stress factors may result in silent chronic inflammation and permanently dilated blood vessels. Together with an increased visibility of blood vessels through thinned aged epidermis, red discoloration becomes prominent and manifests itself as blotchiness. Skin appears red and uneven, its natural light dimmed.

DECIPHERING REFLECTION

Light reflects perfectly off the smooth surface and from deep within youthful skin. Over time, the skin's surface texture becomes uneven and lines appear. In parallel, within the skin, the collagen network loses density and structure. Skin's ability to reflect light is impaired, its natural luminosity dulled.

AN ASTONISHING DISCOVERY

After five years of research, La Prairie has developed two powerful products that, when used together, provide extraordinary illumination to the skin.

In testing the efficacy of White Caviar Illuminating Pearl Infusion and White Caviar Crème Extraordinaire – employing a sophisticated protocol – La Prairie's scientists made a remarkable observation. Used together, the two White Caviar creations not only have never-before-seen results in diminishing grey, brown and red discoloration in the skin; they also diminish the yellow cast that comes from collagen degradation and increase the reflection of light by perfectly smoothing skin's surface.

Consequently, the combination of White Caviar Illuminating Pearl Infusion, with its exclusive illuminating formula, and White Caviar Crème Extraordinaire, enriched with

the breakthrough illuminating molecule Lumidose, intensely targets grey, brown, red and yellow chromatic disturbances that can dull skin's natural light and boosts the reflection of light from the skin, thus illuminating it.

Both products are enriched with Golden Caviar Extract, which helps firm skin, improving its light-reflecting ability. Enhanced 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, both products help to rejuvenate, further contributing to firmer, younger-looking skin that is better able to reflect light.

Together, they respond to the two components in the Equation of Light that affect luminosity – skin looks as though it is illuminated from within. The equation of light is decoded.



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 that 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. 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, apply Cellular Swiss UV Protection Veil SPF 50 in the morning and repeat throughout the day.

