

la prairie
SWITZERLAND

LA PRAIRIE
PRESENTS

SKIN CAVIAR
ESSENCE-IN-FOUNDATION

SPF 25/PA+++



PERFECT SKIN PERFECT COMPLEXION

La Prairie introduces Skin Caviar Essence-in-Foundation, the first compact foundation infused with Caviar Water for complexion perfection. Encased in a cutting-edge application system, it is the art of foundation as only La Prairie can conceive it.

"The aura given out by a person is as much a part of them as their skin," proclaimed renowned 20th-century portraitist Lucien Freud when discussing his artistic aspiration to capture the complexion of his subjects. A perfect, glowing complexion is, after all, the incarnation of timeless beauty, the picture of health, the very essence of youth. But the portrait of beauty is only as perfect as its canvas — there can be no perfect complexion without perfect skin.

Driven by the very same aspiration as Freud to highlight the vivacity of a splendid complexion, La Prairie has brought together caviar science and colour artistry in an unparalleled formulation that perfects and enhances the natural beauty of the skin.



A SUBLIME BLEND

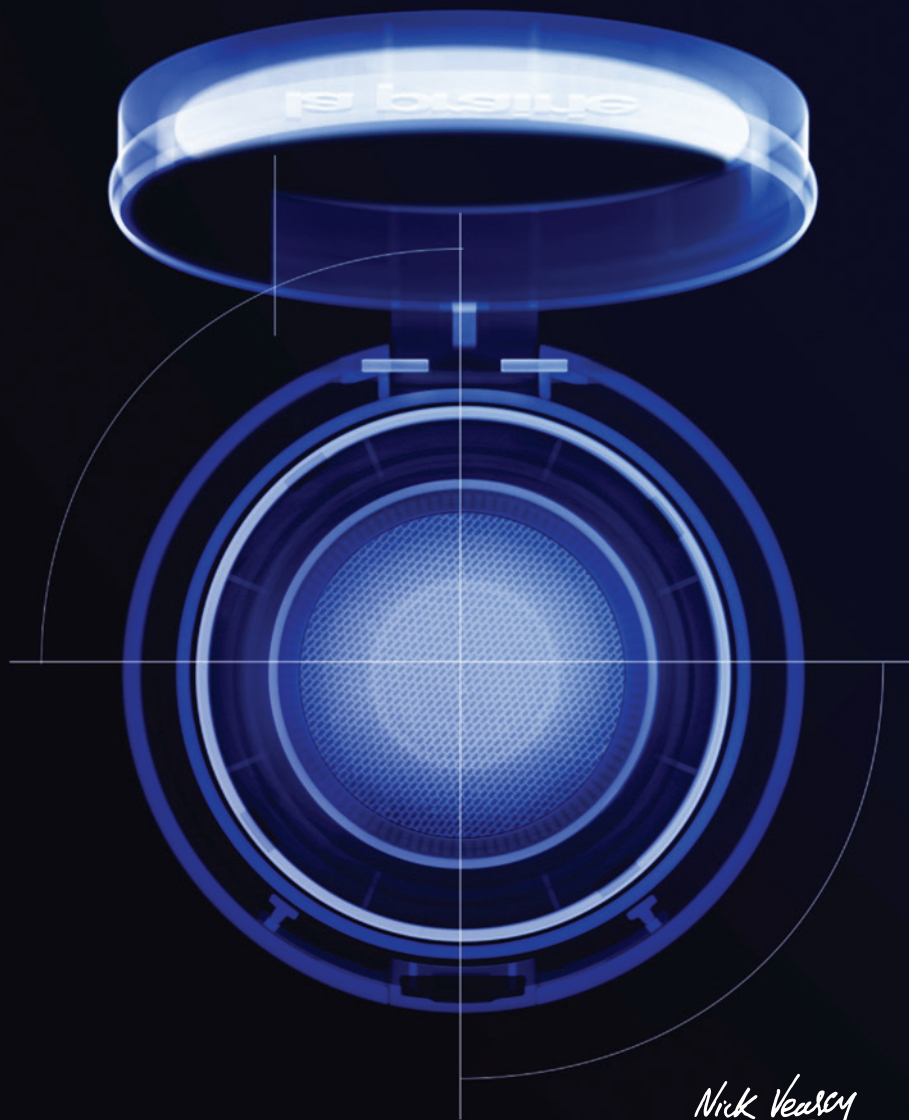
The exquisite formulation of Skin Caviar Essence-in-Foundation is a first-of-its-kind blend. Caviar Water captures the most delicate components of caviar in a pure, potent, highly concentrated infusion. La Prairie's Exclusive Cellular Complex uses cutting-edge biotechnological research to give new life and energy back to the very cells where beauty is born. Blended together with soft-focus treated pigments conceived for colour artistry, they create a unique formulation to perfect without masking. An SPF 25 provides a high level of sun protection, while PA+++ guards specifically against UVA, the rays responsible for premature aging of the skin. The result of this alliance between science and beauty is a fluid, hydrating emulsion that provides natural-looking complexion enhancement, smoothing and essential protection all in a single, perfect product.

This potent fusion of caviar science and colour artistry leaves skin with a refined texture, while buildable light-to-medium coverage offers a seamless, natural-looking finish.

PERFECT DESIGN INSIDE AND OUT

The ingenious Skin Caviar Essence-in-Foundation compact is refillable, housing an engine sealed from light and air to ensure the formulation remains pristine. A light press of the innovative net-diffusing system releases just the right amount to enhance the face. It is the art of foundation encased in an object of design.

This sleek, portable compact is so innovative, La Prairie felt its refined construction, both inside and out, merited being seen. Artist Nick Veasey was therefore commissioned to capture the compact's inner workings through the medium of x-ray. The photographs expose the inner elegance of Skin Caviar Essence-in-Foundation, revealing its intricate design. The collaboration between La Prairie and Mr Veasey produced images that are at once technical and ethereal, conveying a great lyricism and grace.



A RITUAL OF CAVIAR INDULGENCE

The Skin Caviar Collection is the height of science and luxury. All the products in the collection are infused with the benefits of caviar and La Prairie's Exclusive Cellular Complex. The Skin Caviar skincare ritual is a total indulgence, profoundly improving the appearance of elasticity and tone. With Skin Caviar Essence-in-Foundation, the final step in the Skin Caviar skincare ritual, perfect skin becomes the perfect complexion.

After thoroughly cleansing skin and applying toner, La Prairie's Skin Caviar lifting and firming ritual begins with the essence of caviar – Skin Caviar Essence-in-Lotion, infused with Caviar Water to prepare the skin to optimise the benefits of the serum and moisturiser to follow. Next, the skin is treated to a truly lavish instant lift with Skin Caviar Liquid Lift, a concentrated serum enriched with Caviar Extract. One of the Skin Caviar Collection's moisturisers follows – Skin Caviar Absolute Filler, enriched with Caviar Absolute, helps restore volume and skin fullness, while Skin Caviar Luxe Cream or Luxe Cream • Sheer both offer superior lifting and firming benefits, in two unique textures. The Skin Caviar ritual is completed with Skin Caviar Essence-in-Foundation SPF 25/PA+++: instant, natural-looking perfection that glides onto skin effortlessly. With eleven perfectly matched shades, Skin Caviar Essence-in-Foundation is the ideal light-to-medium coverage foundation on its own or an ingenious nomadic complement to the full-coverage Skin Caviar Concealer • Foundation SPF15.



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