

# Ideal Beauty With Blanc de La Mer

Indulge in the premier skincare regimen for perfect, fair skin that leaves you glowing from within.



Radiant fairness is timeless regardless of seasons, prints or colours. Stay trendy with the latest fashion in your immaculate fair skin. Looking fair and radiant remains as most Asian women's favourite accessory. After all, no one wants to look like they've laboured in the sun, all brown and overworked.

Regardless of skin tones, the Blanc de La Mer range caters to all types of Asian skin, bringing out your natural luminosity and radiance instead of turning it a shade lighter than your natural tone. Feel and look a million dollars with this range of beauty care without being confined indoors.

With the Blanc de La Mer range, you can still venture outdoors and stay protected with its excellent before and after sun care. As we all know, intelligent and proper skin care will help to prevent pigmentation, freckles and wrinkles, saving you from later regrets.

Made from the finest natural ingredients, Blanc de La Mer is an exclusive whitening range that has captured the unique qualities of sea ingredients to care for your skin. With years of extensive research devoted specially for delicate Asian skin, Blanc de La Mer's comprehensive five-step formula will help you effortlessly achieve fair, radiant skin and protect against the sun's harmful rays.

“This Whitening Sea Ferment is the key to Blanc de La Mer,” says Andy Bevacqua, Vice President of the Max Huber Research Labs. “We knew how effective the fermentation process was for Crème de La Mer – it increased the activity of the Miracle Broth™, making it work better. We followed that same ideal when creating Blanc de la Mer. Fermenting the algae increases its power and makes it more active, making skin look more radiant.”

## FABULOUS SKIN TREATS

Pamper yourself with this beauty regime with products made from the finest things in life; The Foaming Cleanser cleanses with a composition of White Pearl Powder that is valued for its restorative properties. Its efficacy is further enhanced by the delivery of the La Mer's Deconstructed Waters™ which contain charged water molecular clusters, diminishing unwanted sunspots, freckles and uneven pigmentation.

Retexturize your skin with the Whitening Lotion to prepare it for the pampering to follow. Then, immerse in the healing powers of the sea and light for the ultimate deep whitening experience with the Whitening Essence. Made of the exclusive Whitening Sea Ferment, it is rich in anti-oxidants that create a 'halo' effect whilst protecting the skin from damaging environmental influences.

Next, moisturize with the legendary La Mer Crème which has undergone a three to four months long bio-fermentation process creating the Miracle Broth™ with its rich composition of minerals, plants, vitamins, citrus oil and sea kelp. The resultant skin becomes softer, sensitivities are soothed and you once again regain a smoother appearance.

## FUN IN THE SUN

Before you head outdoors, apply the Blanc de la Mer water-light fluid SPF 18. This non-greasy formula is instantly absorbed into the skin to provide broad-spectrum UVA/UVB protection making it perfect for daily use. The SPF 18 Fluid prevents dehydration and ensures maximum moisture retention for your perfect sun coverage! The Blanc de La Mer range retails exclusively at Tangs and Robinsons Centrepoint.

## LA MER ON THE MOVE

The jet setting modern woman will not be able to resist a limited edition of Blanc de La Mer travel set in a chic white leather bag. Packed with your Blanc de La Mer essentials and a generous full sized Crème de La Mer, it's perfect for the weekend getaway, business trip or travel adventure. If you aren't already hooked on this miracle range, start in small steps with this Travel Set 2005. Exclusively available at Tangs Tel: 6733 7269 and Robinsons Centrepoint Tel: 6887 3256 from March 2005 onwards.

