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SWITZERLAND

PLATINUM RARE
CELLULAR NIGHT ELIXIR

—
ONE DROP AT NIGHT
NEWBORN SKIN BY MORNING



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EVERYTHING IS POSSIBLE AT NIGHT

La Prairie introduces Platinum Rare Cellular Night Elixir, a serum that transcends every preconceived notion of youthful skin. Inspired by Clinique La Prairie founder Dr Paul Niehans and his groundbreaking work in the area of rejuvenation through Cellular Therapy, the Elixir is a unique formula drawn from a heritage of bold scientific quests and audacious innovation. It works overnight to reawaken and transform skin by morning.

La Prairie was moved by the promise of renewed life that night brings, a potential that Vincent Van Gogh elicited when he explained what drove him to paint nocturnal-themed works such as *The Starry Night*, *Starry Night Over the Rhône* and *Café Terrace at Night*: "It often seems to me that the night is much more alive than the day." Indeed, the magic of nighttime means anything is possible. The sky transforms from light to amethyst to inky black. The stars burn bright. Worlds collide. It is a time of calm, of emotion, of starting anew.

With Platinum Rare Cellular Night Elixir, La Prairie embraces the infinite possibilities of the night to offer ultimate rejuvenation.



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A DROP OF MAGIC

Platinum Rare Cellular Night Elixir is simply the most powerful rejuvenating potion yet to emerge from the La Prairie laboratories. For the first time ever, the four functions essential to the skin's complete regeneration process are addressed in a single formula: nutrition, respiration, detoxification and immunity. The skin's natural detoxifying process is therefore enhanced, cellular respiration is improved, skin is infused with life-giving nutrients and its self-defence capacities are boosted.

In supporting these vital cell-renewal functions, the formula works during the skin's most regenerative time – night – to help ensure the creation of new cells.

The elixir offers the highest concentration of La Prairie's Exclusive Cellular Complex, combined with the Advanced Platinum Complex, a unique blend of rarely used, active ingredients. The Exclusive Cellular Complex ensures essential nutrition by providing building blocks such as amino acids, nucleotides and sugars necessary for skin cells to synthesise biomolecules, including proteins and DNA, essential to cellular structure. The Advanced Platinum Complex is a combination of the La Prairie's Platinum Peptide enriched with high-performance ingredients to fulfil three vital functions: respiration, detoxification and immunity. Together, La Prairie's Exclusive Cellular Complex and the Advanced Platinum Complex promote the four key pillars for optimised cell regeneration.



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A REJUVENATING EXPERIENCE

From the moment it glides on, the texture envelops the skin, leaving it feeling protected in a cashmere-soft layer. An alluring transformative effect ensues as the elixir's colour changes from glistening platinum to iridescent rose. The delicate floral scent is a delightful accompaniment for a restful, restorative night.

With a single drop, the skin's texture and firmness are noticeably improved, the appearance of lines and wrinkles is visibly reduced. In the morning, the skin emanates a newfound youthfulness



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PRECIOUS DESIGN

Approximately three years in the making, the Platinum Rare Cellular Night Elixir's design is the pinnacle of artistry and craftsmanship. The sleek, clear, cylindrical decanter is surprisingly weighty, conveying the out-of-the-ordinary properties contained within. The transparent diamond-shaped amethyst inner vial at once evokes the nuances of the night sky and the preciousness of a jewel. The cap is held in place with magnets, an ingenious departure from the usual screw-top mechanism. The gleaming chrome finish of the stopper reflects the brilliance of the iridescent formula, while the precise dropper releases a single, magical dose of elixir – all that is needed for newborn skin by morning.

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THE PLATINUM RARE EVENING RITUAL

Skin regenerates itself during the night, and Platinum Rare Cellular Night Elixir helps the skin capitalise on this restorative, precious time.

Apply in the evening after cleansing and toning. Dispense a single drop into the palm of the hand. Using fingertips, smooth gently over entire face, avoiding eye area, and allow to absorb completely.

Follow with Platinum Rare Cellular Eye Essence, an astonishing serum formulated to help diminish the look of wrinkles, visibly lift and firm, and brighten the appearance of dark circles around the eyes. Apply Platinum Rare Cellular Eye Cream, a potent eye treatment that lifts and brightens, diminishing the appearance of lines and the feeling of puffiness. Complete the ritual with Platinum Rare Cellular Cream, an extraordinary, transformative experience in itself that combats all visible signs of aging.



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