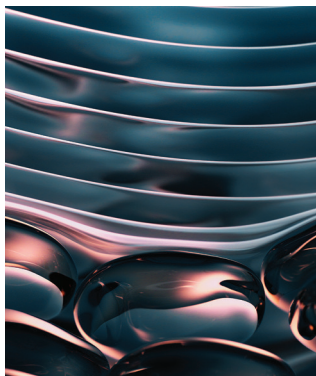
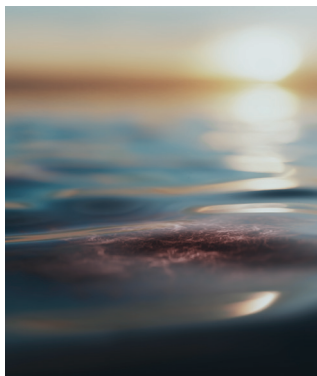


# INFLAMMATION AND AGING

Our skin is constantly exposed to daily irritants like UV rays, free radicals and pollution. When it senses these environmental stressors, skin responds with inflammation: a natural protective response of tissue to irritation that helps protect skin against damage. If left unresolved, irritation persists and leads to chronic visible irritation and barrier disruption, as well as visible signs of age.

# INFLAMMATION'S IMPACT ON SKIN



## 1

### INCREASED SENSITIVITY

Continued inflammation can cause skin to look red, irritated and even flaky with increased dryness, compromising skin's barrier that normally keeps us protected and balanced.

## 2

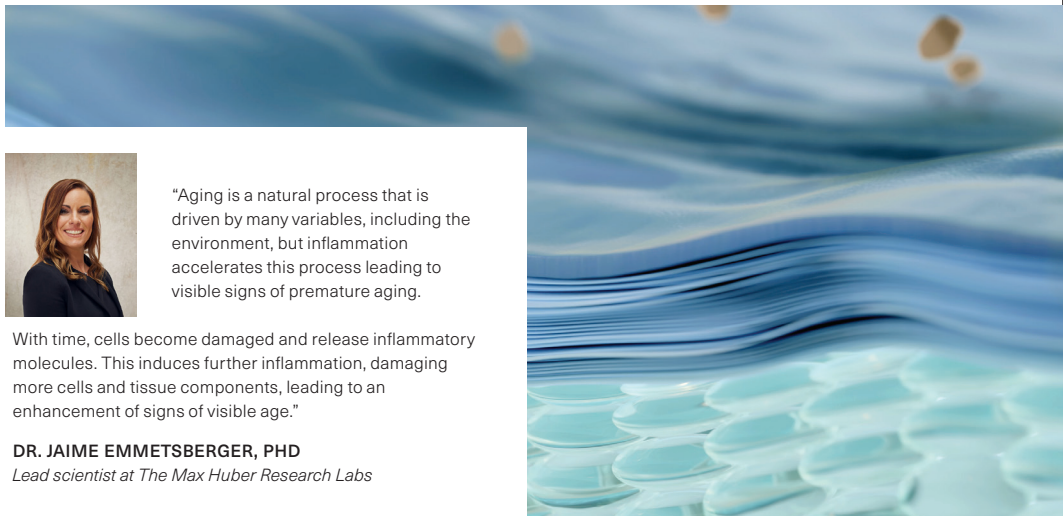
### UNEVEN TONE

Continuous inflammation can cause overstimulation, which can lead to the appearance of spots and discoloration.

## 3

### WEAKENED STRUCTURE

Long-term inflammation can cause damage to proteins that are essential for maintaining skin's natural structure. As a result, skin can begin to visibly sag, lose shape and take on the appearance of lines and wrinkles.



"Aging is a natural process that is driven by many variables, including the environment, but inflammation accelerates this process leading to visible signs of premature aging."

With time, cells become damaged and release inflammatory molecules. This induces further inflammation, damaging more cells and tissue components, leading to an enhancement of signs of visible age."

**DR. JAIME EMMETSBERGER, PHD**

*Lead scientist at The Max Huber Research Labs*

# IT ALL BEGINS WITH THE SEA

*La Mer's founder Dr. Max Huber worked tirelessly to unlock the legendary healing energies of the sea through careful fermentation and intricate sonochemistry.*



"Dr. Max Huber's original inspiration, the sea, and his pioneering work in bio-fermentation influence and help shape the work we do at La Mer. Harnessing the incredible, self regenerative power of Giant Sea Kelp through his artisanal, energy-rich bio-conversion process, Miracle Broth's

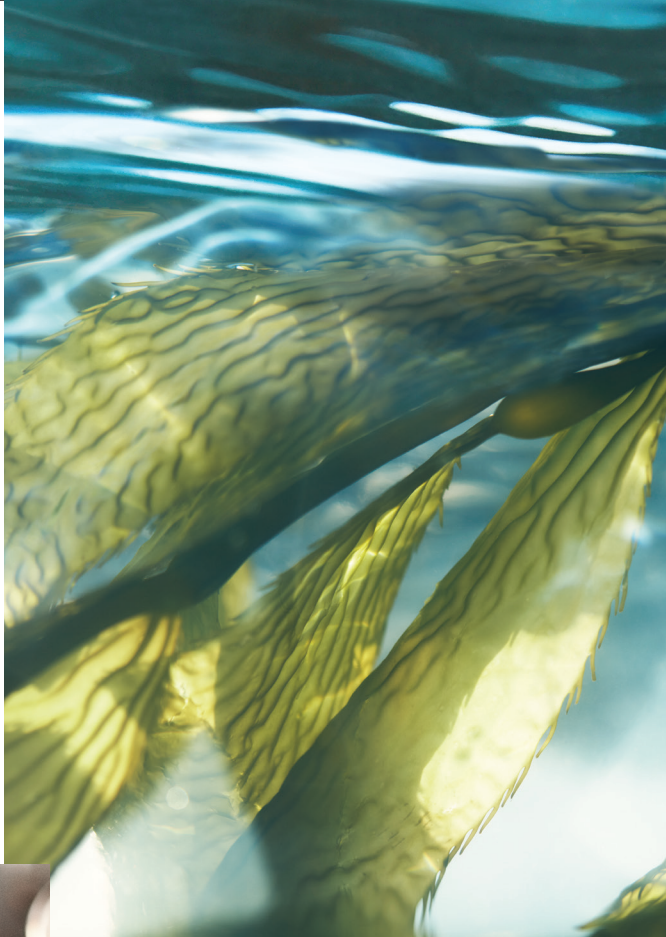
potency flows through every product we make, delivering transformational benefits that our consumers all over the world can see, feel and trust in."

**PAUL TCHINNIS**

*Research & Development at the Max Huber Research Labs*

# GIANT SEA KELP

La Mer's Giant Sea Kelp is sustainably hand-harvested, trimmed only at the water's surface. By removing the lush canopy that develops as the kelp grows up to 2 feet a day, more sunlight can reach through the water to the depths of the forest and ignite regeneration from the base upwards through photosynthesis. This helps promote healthy proliferation of the kelp. We never harvest until the canopy is fully regrown, creating a cyclical process that promotes optimal growth of this most precious resource. Our Giant Sea Kelp is brought to shore in its raw, fresh state, which is vital to its potency: its fronds possess a rich natural gel coating and microflora that empower our fermentation process. It is then cut into precise sections and frozen to prepare it for its journey to the Max Huber Research Labs and its eventual transformation into Miracle Broth.



## PROPRIETARY BIO-FERMENTATION

Giant Sea Kelp and a curation of natural, nutrient-rich ingredients are fermented for 3-4 months to ensure a complete bio-conversion that captures all of their transformational potency in Miracle Broth. During this time, precise frequencies of light and sound energy are applied to amplify the potency of our elixir. Finally, each batch is carefully assessed to ensure it meets exact specifications, high quality and potency standards. Acting as a catalyst to provide a timeless link to our original, drops from the prior batch of Miracle Broth are added to the current one. Like alchemy, La Mer's metabolic fermentation process helps unlock new powers and activity within materials, creating micronutrients that are more readily available to skin and densely packed with potency. At the heart of all our treatments, Miracle Broth helps to energize and renew your skin for the unmistakable look of La Mer.

# DISCOVER MIRACLE BROTH™

*A Boundless Source of Energy*

So dynamic that it continues to reveal new visible anti-aging properties. Our visible youth-regenerating ferment is scientifically proven to stabilize, strengthen and re-charge skin, neutralizing the visible aging impact of irritation to transform the look of skin.

# THE POWER OF MIRACLE BROTH™

*Triple Mode of Action*



"Scientific studies on Miracle Broth in Crème de la Mer and the Moisturizing Soft Cream confirm Miracle Broth's healing moisture, anti-irritation and visible anti-aging activities on skin."

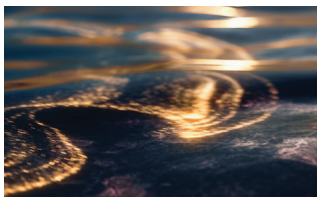
**DR. MICHAEL GOLD, MD**

# 1 RAPID RESOLUTION™

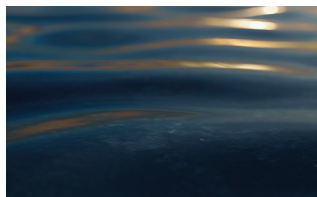
Miracle Broth can interrupt skin irritation caused by environmental stressors. By soothing signs of sensitivities, Miracle Broth helps resist premature visible signs of aging.



1. SOOTHES TO HELP REDUCE VISIBLE IRRITATION THAT CAN LEAD TO VISIBLE DAMAGE.



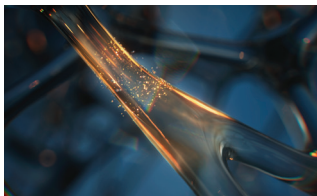
2. SUPPORTS RESOLUTION OF VISIBLE SKIN IRRITATION TO HELP RESOLVE VISIBLE DAMAGE.



3. HELPS BRING SKIN BACK TO BALANCE TO RESIST SIGNS OF VISIBLE AGING.

# 2 BARRIER STRENGTH

Miracle Broth helps skin create a more irritation-resistant barrier and balanced appearance.



# 3 CELLULAR RECHARGE

Energy is essential to regenerating a youthful look. Miracle Broth boosts skin's natural energy, igniting visible repair for a newly rejuvenated appearance.



# 50 YEARS OF SKINCARE SCIENCE

