

# THE REJUVENATING NIGHT CREAM

Reveal the look of a full night's sleep and start to reverse 8 critical signs<sup>1</sup> of visible aging in one night.

<sup>1</sup>Clinical testing on 31 women after using product once, overnight improvement across 8 signs of aging – fine lines, plumpness, softness, radiance, firmness, smoothness, texture, wrinkles. <sup>2</sup>In-vitro testing after 12 days, with daily treatment. <sup>3</sup>Consumer testing on 163 women after using product for 4 weeks, twice daily.



<p><b>KEY MESSAGE</b></p>	<p>La Mer's newest moisturizer is a powerful, yet gentle nighttime cream delivering anti-aging efficacy that starts to reverse 8 critical signs of visible aging in one night.</p> <p>Fueled with The Miracle Broth and our new MRA-3, The Rejuvenating Night Cream speeds rejuvenation night after night to give skin the look of a full night's rest.</p>
<p><b>THE ADVANTAGES</b></p>	<ul style="list-style-type: none"> <li>• Starts to reverse 8 critical signs<sup>1</sup> of visible aging, including: Lines   Plumpness   Softness   Radiance   Firmness   Smoothness   Texture   Wrinkles</li> <li>• Provides all-night anti-oxidant protection to help prevent and resist signs of aging and visible irritation</li> <li>• Skin's texture is improved leaving it looking plump, soft and supple to the touch</li> </ul>

## THE FORMULA

<p><b>THE MIRACLE BROTH™</b></p>	<p>Miracle Broth is a potent source of bioenergy, helping skin:</p> <ol style="list-style-type: none"> <li><b>1. Power active renewal</b> by amplifying skin's energy to reverse visible aging</li> <li><b>2. Restore barrier strength</b> by helping skin maintain moisture and balance to resist irritation/stressors and prevent water loss from skin</li> <li><b>3. Soothe and stabilize skin</b> by resolving persistent skin damage and irritation while enhancing skin's ability to resist new irritation, bringing skin back to balance before lasting damage occurs</li> </ol> <p>Powered by Miracle Broth, La Mer products help bring skin back to its ideal center.</p>
<p><b>MRA-3™</b></p>	<p>A sea-borne source of power, this concentrated trio of 98% naturally derived<sup>1</sup>, responsibly harvested sea plants carefully crafted to support skin's ageless proteins for visible renewal and ageless repair. <b>Through a triple mode of action MRA-3:</b></p> <ul style="list-style-type: none"> <li>• Boosts cell renewal by 30% for plump, smooth skin<sup>2</sup></li> <li>• Complements natural support polymers to improve elastic firmness<sup>3</sup></li> <li>• Enhances skin density to diminish the look of lines &amp; wrinkles<sup>3</sup></li> </ul> <p><small><sup>1</sup>Calculation based on the international ISO standard 16128 Parts 1 and 2. <sup>2</sup>In-vitro testing after 12 days, with daily treatment. <sup>3</sup>Ex-vivo testing within 6 days, with daily treatment.</small></p>
<p><b>LIME TEA CONCENTRATE</b></p>	<p>Our exclusive Lime Tea Concentrate is a propriety antioxidant powerhouse that is the ideal complement to the Miracle Broth and MRA-3 in our new night formula that helps skin to recover, renew and recharge. It provides all-night anti-oxidant protection to help prevent and resist signs of aging and visible irritation.</p>

<b>BIO-MIMETIC STRUCTURE DELIVERY SYSTEM</b>	<ul style="list-style-type: none"> <li>The Bio-Mimetic Structure cocoons and saturates skin with nutrients to enhance bio-availability* and optimize nightly renewal, while hugging the surface with a soft-focus finish that won't transfer</li> <li>Rich, luxurious pillow-proof structure locks in Miracle Broth and other actives to nourish the skin and working to continuously drive ageless activity during sleep</li> </ul> <p><i>*Bio-availability is when key actives are able to be absorbed into skin for maximum effect.</i></p>
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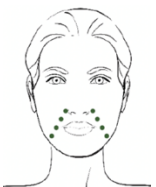
## HOW TO USE

<b>USAGE</b>	Take a small amount between fingertips and gently press into skin. Avoid eye areas.
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## THE APPLICATION TECHNIQUE

The Moon Gliding Technique is clinically shown to increase the efficacy of The Rejuvenating Night Cream's visible lifting power by 125%<sup>1</sup>.

<sup>1</sup>Clinical testing on 31 women after using product twice daily for 10 days with a specially tailored massage, compared to without massage.

			
<p><b>1. Prepare</b> Use the spatula to prepare:</p> <ul style="list-style-type: none"> <li>Pearl size amount for immediate application</li> <li>Pea size amount for targeted application (step 4)</li> </ul>	<p><b>2. Moon Cycle Gliding 1x</b></p> <ul style="list-style-type: none"> <li>Prepare product between fingertips and glide onto cheeks in a circular motion creating a full moon with flat fingers</li> <li>Link to the forehead and create a half moon as you glide over to temple with flat fingers</li> <li>Link down perimeter of face, to chin with a very light pressure</li> <li>Glide along jaw and down neck creating a crescent moon shape finishing above clavicle bone</li> </ul>	<p><b>3. Acupressure Points 1x</b></p> <ul style="list-style-type: none"> <li>Synchronize each pressure to your breath, holding for 3 seconds</li> <li>Position both index fingers onto upper lip</li> <li>Gentle glide to temple</li> <li>Simultaneously using index and middle finger, apply a gentle pressure to temples</li> <li>Gently glide over eyebrow to third eye. With one index finger apply a gentle pressure</li> <li>Continue to focus on your breathing as you rotate 3x in each direction before gently lifting off skin</li> </ul>	<p><b>4. Targeted 'Moon Walk'</b></p> <ul style="list-style-type: none"> <li>Retrieve additional Rejuvenating Night Creams for targeted areas of the face.</li> <li>Using fingertips gently place the product on targeted areas such as between brows and on nasolabial folds.</li> <li>Using index and middle finger, gentle 'moon walk' over targeted lines lifting upwards.</li> <li>Work on one side of the face and then repeat on the other side</li> </ul>