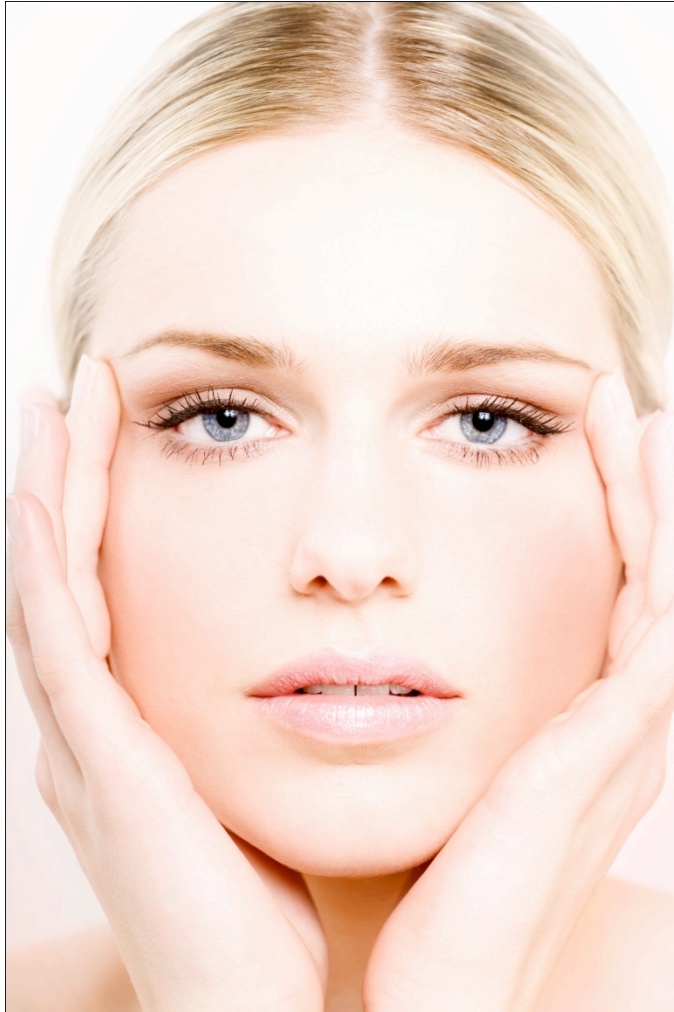


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LaCure

Product descriptions for Media kit



WHITENING

Whitening Care

For La Cure Lab, it's a victory.

For your skin, the light of beauty.

Because every woman is genetically unique and reacts differently to UV exposure, La CURE brings specific solutions and offers a full line to suit each woman's whitening needs.

High Technology White Solution

A new approach to Whitening Treatment.

With White, La CURE researchers have made a real breakthrough in depigmentation treatment. It simply goes beyond everything you could have ever hoped for your skin:

A visibly younger and whiter skin. Day after day...and there to stay !

The FACTS:

- Over exposure to sunlight quickly leads to overproduction of melanin.
- Day after day, exposure to UVA and UVB rays creates sun stress.
- Melanin increases, dark spots appear and dryness develops.

The SOLUTION:

La CURE Whitening Care brings the promise of brighter skin to light.

In just a few minutes every day, simple basic care restores and protects skin from blemishes, freckles and dark spots caused by the sun's ultraviolet rays, skin ageing or pregnancy.

Morning treatment moisturizes and lightens while protecting skin from damaging sun exposure.

Evening treatment speeds progress to skin whiteness. Melanin decreases, freckles fade. With White LAB +, flawless and perfectly translucent skin appears.

➤ **How La Cure White protects from Anti-radical and why?**

Exposure of low pigmented skin to a severe ultraviolet absorption can cause a pigment lysis and lead to the release of free radicals, e.g. radical oxygen, which are highly aggressive for cells.

This situation even if unlikely to occur should not be neglected.

It is therefore essential that La CURE Depigmentation complex, together with its depigmentation activity, is able to play a protective role towards free radicals.

Through its powerful detoxicating equipment, glutathione reductase, La CURE Depigmentation complex reinforces the natural anti-radical protection of the body. In addition to that, its high content in amino acids, e.g. tyrosine and tryptophane, makes La CURE Depigmentation complex an excellent trap for free radicals and an active preventive agent against aging.

WHITENING

Ref Z1212

WHITENING SPOT CORRECTOR

Super Concentrated Formula



Beauty benefits:

This Super Advanced roll-on corrector targets STUBBORN imperfections on the spot with La CURE Exclusive White System.

Drawing inspiration from the latest technological breakthroughs, La CURE Laboratories have created Whitening Spot Corrector, a whitening serum super concentrated in whitening active ingredients to target, just like a laser, each and every stage of the melanin formation process to help reduce stubborn sun, age and dark spots.

Results:

- Helps to fight brown spots
- Restores clarity
- High moisturization

Day after day, skin appears brighter, clearer and more luminous.

Use advice:

In the morning and/or evening, use Whitening Corrector as a Intensive and Hyper Concentrate local application directly on the dark spot. This transparent essence serum penetrates instantly and is designed to be layered underneath a Whitening Lab series. Shake before use.

Presentation: Roll on 10ml

WHITENING
Ref Z1210:
WHITENING CLEANSER
Brightening Cleanser



Beauty benefits:

This emollient milk contains radiance-boosting Raspberry and Cranberry oil extract. It leaves on the skin a velvety feeling and flawless, wonderfully soft skin. It gently cleanses and helps eliminate skin impurities as its botanical extracts help reveal exceptional luminosity. It also helps to restore skin's natural transparency without disturbing skin's pH balance and moisture.

Results:

- Cleanses gently
- Purifies
- Restores clarity
- Respects pH balance
- Brighten complexion
- Uncover natural radiance
- Even out skin-tone

Use advice:

Morning and evening, lather well in palms with water, massage gently over face and neck. Rinse thoroughly with lukewarm water and follow with La CURE Whitening Lotion.

Presentation: Bottle with pump 200 ml

WHITENING



WHITENING CELLULAR DAY CREAM

Radiance Recovery Day Care

Reveal transparent, clearer skin: 75% of good to excellent results in just 5 weeks... and more with regular use. Whitening Cellular Day Cream helps reduce brown spots. This day care for all skin types offers remarkable, scientifically tested, whitening and anti dark-spot action in just five weeks. It helps correct existing dark spots and helps prevent new occurrences. This Unique Technology targets damaged surface cells to reduce the appearance of dark spots, while a combination of Morus Alba and Asian Botanical Extracts helps even out and brighten the complexion.

Beauty benefits:

Scientifically proven efficiency under Medical Control

by French University Biologist Expert.

Reveal transparent, clearer skin: **75%** of excellent to good results in just 5 weeks... and more with regular use.

Pure White Cellular Day Cream visibly reduces brown spots. This day care for all skin types offers remarkable, scientifically proven, whitening and anti dark-spot action in just five weeks. It helps correct existing dark spots and helps prevent new occurrences. This revolutionary spot eraser is formulated with La Cure's innovative Whitex SX System to reduce the number of high pigmentations cells. This Unique Technology targets damaged surface cells to reduce the appearance of dark spots, while a combination of Morus Alba and Asian Botanical Extracts helps even out and brighten the complexion.

Enriched with anti oxidants and unique anti-aging active ingredients that help stimulate collagen and elastin production, your skin is left even, toned, moisturized, and beautifully radiant.

Results:

Clinical Testing/Results: Clinical Studies have shown a 75% reduction in the look of dark spots and discolorations after 5 weeks.

- Restores clarity
- Brighten complexion
- High moisturization
- Collagen stimulation
- Improves skin elasticity
- Uncover natural radiance
- Even out skin-tone

Use advice:

Ideal for smokers, and skin that is scarred, sun damaged, has age spots. Avoid eye contact.

Apply to face AM after cleansing and after applying Ultra White Concentré de Serum

Presentation: Jar 50ml

Reference: Z1213



WHITENING

Ref Z1214:

SPF30 DAY CREAM

Full day Protection –Hydration

The FACTS:

The next time you think about going out in the sun unprotected, remember this; the sun gives off three types of harmful ultraviolet rays:

They are:

UVA (Ultraviolet A)

These rays penetrate deep into the skin, causing skin to wrinkle and sag, contributing to skin cancer.

UVB (Ultraviolet B)

These rays can cause unprotected skin to burn and are thought to be the primary cause of skin cancer.

UVC (Ultraviolet C)

These rays are deadly to plant and animal life. The ozone layer protects the earth by absorbing UVC rays. But with the ozone layer thinning, we may be exposed to more UVC rays in the future, causing more skin cancer and eye damage.

THE SOLUTION:

Spf 30 Day Cream contains different kind of UV photo-protector Filters: one of them is Zinc O₂.

Each one has its own activity spectrum. Both of them will be UVA and UVB protection but our Research Laboratory has come out with this very special Natural filter, the Zinc O₂ which will have significant results in protecting from the UVC. This means that when using Spf 30 Day Cream you will be fully protected.

Beauty benefits

Scientifically-proven formula

UVA –UVB- UVC Full Protection.

Discover a new dimension in daily skin protection! For the first time, an ultra protective day screen acts like an invisible beauty bubble to help avoid premature skin aging, sensitivity, and dark spots while pollution and free radicals are blocked out with Vit E extract. Furthermore, a study done in 1990 as proven that the fact of adding VIT E to a solar cream increases significantly the protection and diminishes skin damage. This incredibly lightweight texture is imperceptible to the touch. Spf 30 Day Cream also contains a protective SPF 30 and is scientifically reviewed and clinically tested.

Spf 30 Day Cream actively fights the signs of aging while protecting the skin from the harmful effects of the sun. A broad-spectrum, anti-aging sunscreen protects against UVA and UVB damaging rays using different screens, one of them being Zinc O₂, a non-chemical, mineral screen. Anti oxidants and anti-inflammatory ingredients help to immediately start repairing ultraviolet damage. This is the most advanced UVA/UVB/UVC SPF treatment La CURE has ever created.

Results:

- High moisturization
- Improves collagen synthesis
- Anti-aging
- Lightweight, rapidly-absorbing
- No white residue
- Anti oxidants
- Delivers broad spectrum UVA/UVB/ UVC protection
- Neutralizes free radicals induced by exposure to ultraviolet light
- Resists the effects of sweat and humidity
- Provides lasting coverage
- No heavy or greasy feeling

Use Advice:

Apply a small amount of anti-aging protection to the face and neck after your daily care or make-up.

Spf 30 Day Cream is translucent when applied to skin and is suitable for daily use on all skin types.

Presentation: Bottle with pomp 50ml

Reference: Z1214

WHITENING

WHITENING CELLULAR EMULSION

Helps Fight Brown Spots



Beauty benefits:

The active ingredients of Whitening Cellular Emulsion are scientifically formulated to reduce visible discoloration, brown spots and uneven skin tone while a unique full-spectrum luminizer helps restore the translucent clarity of a fresh, "baby-like" complexion.

They visibly lighten skin by acting on the main stages of the melanin chain; gently exfoliates and removes dead cells charged with melanin for a fine and unified skin-tone. They also hydrate and maintain an optimal water level to complete the whitening action for radiant and clearer skin.

Ingredients and actions:

This revolutionary formula that fight brown spots is the first whitening treatment to act on every level of the melanin production process.

Results:

- Helps to fight brown spots
- Restores clarity
- Brighten complexion
- Cells renewal
- Anti-oxidant Recovery Treatment
- Skin Hydrator
- Removes damaged cells
- Minimizes melanin production
- Inhibitor of tyrosinase

- Exceptional luminosity

Use Advice:

Day after day, skin appears brighter, softer, smoother with exceptional luminosity.

Apply morning and / or evening.

Presentation: Bottle with pump 50ml

WHITENING

WHITENING EXPERT MASK KIT

Express treatment for exceptional luminosity

Whitening Mask + Whitening Booster



Beauty Benefits

La CURE White has developed a deep understanding of delicate skin. Especially thin, it is more vulnerable to environment influences that often lead to discoloration, freckling and unevenness.

With this knowledge, La CURE Lab has created a first-of-its kind approach to deep whitening- Booster & Whitening_Mask. This intensive, two-step system elevates the ability of White concentrated formula to deliver the power of multiple whitening treatments. In just few minutes, outstanding clarity and radiance is revealed.

This express treatment begins with the Whitening Booster with Mela –C Complex, a real Pigmentation Fader. Using a potent complex of anti-irritants and brightening agent, the Whitening Booster profoundly calms and soothes the skin.

Whitening Booster prepares the skin by acting on the main stages of the melanin chain; gently exfoliates and removes dead cells charged with melanin for a fine and unified skin-tone while infusing skin with whitening messengers.

Results:

Formulated with La CURE Whitex SX Complex plus 20% of Kaolin, this luxurious mask drives the accelerated whitening benefits quickly and deeply into the skin to achieve unprecedented results.

Using the Whitening Booster & Whitening Mask in synergy helps to reduce the appearance of age spots, freckles and uneven pigmentation. Highly effective anti-oxidants protect skin from an array of external offenses, preventing the appearance of future discoloration. An

extraordinary clarity, luminosity and brightness glow from within as empowered skin takes on a radiant new life.

- Outstanding clarity and radiance
- Express treatment
- Anti-oxidants
- Accelerated whitening benefits
- Unified skin-tone
- Brighten complexion
- Anti free Radicals
- Cells renewal
- Removes damaged cells
- Minimizes melanin production
- Inhibitor of tyrosinase
- Exceptional luminosity

Use advice:

Apply first the Whitening Booster all over the face-neck and massage for few minutes. Second, a thick layer of mask on the entire face and neck. Wait 10-15 minutes to let the active ingredient diffuse into your skin. Gently massage to improve blood circulation and remove horny layer and rinse with water. Apply then your Ultra White Concentré de Sérum and your Whitening Day or Night Care.

Use once or twice a week.

1. Apply Whitening Booster all over the face-neck.
2. Do facial massage from inside to outside.
3. Apply a thick layer of mask on the entire face and neck.
4. Gently massage and rinse with water.

Presentation: Whitening **mask:** Tube 50ml

Whitening **booster:** Bottle with pomp 15ml

WHITENING

Ref Z1217



WHITENING CELLULAR NIGHT CREAM

Intensive Whitening Night Cream

Beauty benefits:

Skin darkening, dull and uneven complexion, brown spots, are due to a complex process of melanin production from the deeper layers of the skin to the surface of the skin. After advanced research, La CURE Laboratories invent a new generation of formula with precious Micro White Pearl Protein, Brown Algae, White Tea extract and Advanced AHA.

Whitening Cellular Night Cream optimizes whitening effects by acting during the skin renewal cycle at night for a more translucent skin in the morning.

It lightens skin by acting on the main stages of the melanin chain; gently exfoliates and removes dead cells charged with melanin for a fine and unified skin-tone. Also hydrates and maintains an optimal water level in the skin to complete the whitening action for radiant and clearer skin.

Results:

- Restores clarity
- Brighten complexion
- Anti free Radicals
- Antioxidant Recovery Treatment
- High moisturization
- Collagen stimulation
- Improves skin elasticity

Use advice

Apply on evening on a clean, dry face avoiding the eye area.

Presentation: Jar 50ml

WHITENING

WHITENING CONCENTRE DE SERUM

10% Ultra Concentrated Formula



Beauty benefits:

Whitening Concentré de Sérum is the core of the Whitening program; this serum combines the La CURE White High Technology with anti-oxidant and moisturizing ingredients for intense clarifying, transparent and soft skin. This Whitening Concentré de Sérum intensely brightens skin and imparts a “peach-soft”, smooth, transparent finish.

The Whitening Concentré de Sérum formula is a breakthrough technology that visibly brightens the skin and significantly reduces the number, size and intensity of dark spots. This highly concentrated whitening formula, more than 10% of Dopa-N° Complex inhibits melanin production to help suppress uneven pigmentation. With regular use, it brings skin to new levels of luminosity. An advanced combination of Medicinal Plant Extracts and Botanical extracts helps even out and brighten the complexion.

Whitening Concentré de Sérum is a treatment that does it all. It contains a highly effective antioxidant that alters the free-radicals chain reaction responsible of premature aging. Anti-oxidant also prevents and delays the oxidation of cell constituents and changes in cell membranes. Whitening Concentré de Sérum helps to re-energize skin, resulting in a firmer, smooth look. For all skin types.

Results:

- Helps to fight brown spots
- Restores clarity
- Brighten complexion

- Anti free Radicals
- Anti-oxidant
- High moisturization
- Prevent from Premature aging
- Re-energize Skin

Use advice:

Apply evenly to face and throat day and night after cleansing and toning - layer with your usual skincare products.

Presentation: _Bottle with pump 30ml

WHITENING



WHITENING LUXURY COFFRET

Intensive Whitening Cellular Program

Beauty Benefits:

Discover the science of luxury! This leading edge Whitening Treatment, inspired by the techniques used in the most selected beauty spa, unites the power and effectiveness of three high-tech formulas combined with exquisite indulgence. This system takes recovery and repair to new levels, addressing the visible signs of aging and whitening in many different ways.

The Intensive Whitening Treatment is a potent 21-day and night recharging treatment. It does much more than just reduces the appearance of dark spots. For the first time, it helps restore a brighter, more even toned, luminous, youthful-looking complexion.

This three-phase ritual is to be followed over a period of 21 days: every day, morning and night for the serum and once a week for the Cellular Micro Peel. This set includes:

Whitening Day Formula 3 x 3m

The active ingredients of White Science Day Formula are scientifically formulated to reduce visible discoloration, brown spots and uneven skin tone while a unique full-spectrum luminizer helps restore the translucent clarity of a fresh, "baby-like" complexion. Use Day time all over the face followed by your regular Whitening Skin Treatment for 3 weeks period.

Whitening Night Formula 3 x 3ml

This breakthrough technology visibly brightens the skin and significantly reduces the number, size and intensity of dark spots. This highly concentrated whitening formula inhibits melanin production to help suppress uneven pigmentation and with regular usage, lightens the skin to new levels of luminosity. Use at Night all over the face for 3 weeks period.

Cellular Micro Peel 15ml

In just few minutes, skin is retextured: perfectly renewed, soft, polished, its texture refined, surface unevenness is smoothed away. The Cellular Micro Peel stimulates cell turnover, enhances skin's natural production of collagen and elastin, and helps to reduce lines. It restores and renovates for resilient, younger-looking skin.

Apply: At Night, apply a small amount to a clean, damp skin using circular motions. Avoid eye area. Start by gently massaging onto your cheeks. Move outward in a heart shaped motion, down to your chin. Massage for 1-2 minutes. Keep moving, do not stay on any one area too long. Do not massage for longer than 2 minutes. Splash clean with cool water. Make sure to close your eyes. Pat dry. Apply after the White Science Night Formula followed by your Ultra White Concentré de Sérum and Whitening Night Care. Use once a week at night for a 3 weeks period.

Results:

- Helps to fight brown spots
- Restores clarity
- Brighten complexion
- Enhances production of collagen and elastin
- Anti free Radicals
- Cells renewal
- Anti-oxidant Recovery Treatment
- Skin Hydrator
- Removes damaged cells
- Minimizes melanin production
- Inhibitor of tyrosinase
- Exceptional luminosity

Use advice:

Used together, the formulas reinforce each other, each boosting the efficacy of the others and creating a remarkable synergy. You'll see the difference. We promise.

To use: Apply one dropper full of the White Science Day or Night Formula to clean skin every morning and night. Once a week at night apply the Cellular Micro Peel with cellular motion followed by White Science Night Formula and Whitening Night Care. Avoid eye area. For best results, use every day and night for 3 consecutive weeks. In addition, use the

Other La CURE Whitening treatment.

Presentation: Whitening Day Formula: 3 bottles with count drop 3ml

Whitening Night Formula: 3 bottles with count drop 3ml

Cellular Micro Peel: Tube 15ml

WHITENING

Ref Z1222

Brightening lotion without alcohol



Morning and night after cleansing with the, saturate a cotton pad with Whitening Lotion over face and throat. Avoid eye area.

Gentle, silky-soft watery lotion brightens and replenishes all skin types. Instantly releases dulling surface flakes to improve clarity. Optimizes cell turnover to help even out skin tone. Soothing, refreshing hydration sustains skin's optimal moisture levels.

How to use: AM and PM, after cleansing with UV Whitening Face Cleanser. Sweep lightly over face and throat with dampened cotton pad. Avoid eye-area.

Use advice:

Morning and night after cleansing with the UV Whitening Face Cleanser saturate a cotton pad with Whitening Lotion over face and throat. Avoid eye area.



FACE CONTOURING SERUM

Slimming –Lifting

A re-profiling lift serum to slim down the volumes of the face, to retighten and redefine the contours.

Resculptures the oval of the face while working on the more “coated” zones.

No need for Liposuction! La CURE Laboratories revolutionize cosmetic slimming by visibly refining facial contours and restoring radiant, youthful beauty.

Plasticity Lift Intense - Contouring Facial Serum

A new kind of beauty! Face Contouring Serum is the first beauty treatment to help slim facial features. This innovative discovery is ideal for all who are concerned with their face appearing "round", those whose facial features have become "heavier with age" or those who wish their face to appear slimmer as they lose weight.

With time, the skin loses of its firmness and contours of the face tend to become looser. The cause of this cutaneous relaxation is the junction between derm and epidermis.

Over the years, the outline of the face has a tendency to sag and facial contours are no longer as clearly defined.

This new 3 in 1 formulation acts for:

- Modelling effect
- Draining effect
- Lifting effect

Face Contouring Serum owes its effectiveness to an exceptional complex, SlimexP3 largely composed of natural ingredients. Its effectiveness is amazing: your facial contours look redefined and seem to regain their natural curves in an instant. With use, skin looks taut, firmer and younger. Facial contours appear more sculpted. A flash effect guaranteed! – You'll sense a difference right away, as an invisible tensile matrix tightens skin's surface on contact. Instantly feel a noticeable firming sensation.

Face Contouring Serum provides intensive firming action while resculpting the

How to use :

Apply morning and evening, on thoroughly cleansed skin, before your regular La CURE treatment cream.

Beauty benefits :

- Redraws the oval of the face
- Tensor and anti-wrinkle
- Stimulates the skin and activates the surface microcirculation
- Helps firm and enhance facial features
- Maintains the shape of the face
- Facial contours look redefined and seem to regain their natural curves in an instant
- A new kind of beauty! Face Contouring Serum is the first beauty treatment to help slim facial features
- This innovative discovery is ideal for all who are concerned with their face appearing "round", those whose facial features have become "heavier with age".

Presentation: Bottle with pump 50ml



EYE Care

Eye Elixir Serum Anti-Wrinkle Eye Firming Serum

Anti-Wrinkle Firming Serum **+ Matrixyl®** **+ Hyaluronic Acid**

A true elixir of youth, this Serum contains a **high concentration of Anti-Wrinkle Firmness**. Resulting from the latest technological innovations, its main active ingredient – Matrixyl® – promises a fast and spectacular reduction of deep wrinkles. This high-tech treatment, combined with cold, guarantees a second youth to your eyes.

A cocktail of leading-edge ultra-powerful active ingredients : **Matrixyl®**, a hyper-effective active ingredient, contains a molecule capable of restarting the production of collagen responsible for the skin's elasticity and tonicity; **Hyaluronic Acid**, active ingredient recognised for its exceptional anti-wrinkle moisturising power.

How to Use: Apply every day around the eye, tapping lightly. To be kept in the fridge.

Beauty Benefits

Thanks to the revolutionary ingredients contained in its formula, the Anti-Ageing eye contour serum Eye Priority perfectly answers women high expectation.

Results

The Anti-Ageing eye contour serum obviously reduces the wrinkles and small lines, gives a velvety touch to the skin.

Sales arguments

The Anti-Ageing eye contour serum is the response to all your waiting : it contains a revolutionary anti-wrinkle complex which will make your skin smoother and firmer.

Eye Make Up Remover

Non-oily, water-fresh liquid eye makeup remover.

Gently and instantly removes all non-waterproof eye makeup. Leaves eyes feeling cool and relaxed, with no oily residue.



Anti-Aging



Starting from 35 years old, skin loses its natural ability to fight aging factor: Chronological, environmental and hormonal. Lines and wrinkles appear...

To understand the ageing process, La CURE Scientific Laboratories have studied the effect of the weakening of the skin's matrix, hormonal changes and sun damage on the appearance of the skin.

As a result our Laboratories have created a fantastic Avant Garde Technology: **La Cure Anti –Aging!**

LE SERUM ANTI-AGEING
Anti-Ageing Cellular Serum & Spot Corrector
With Precious Pearl Extract



Endowed with tomorrow's science, **Le Serum Anti Ageing** is empowered with a wealth of rare plants and expensive minerals known to create life promote longevity and respond to natural stresses.

This ultra-luxurious system works synergistically to help re-create, protect and maintain a remarkable, more ageless appearance--stronger, smoother and glowing with youth. **This extraordinary Serum virtually replumps deep wrinkles!**

Highly concentrated in lightening active ingredients, this fast-acting serum starts working immediately to reduce the appearance of stubborn age or sun dark spots. Our never-before spot correcting complex also helps prevent the appearance of future spots.

This unique formula helps boost skin's own production of the protein that helps keep skin from sagging. Innovative ingredients help prevent collagen from losing its spring and encourage skin to boost its natural production of collagen.

Skin recovers its spring and bounce, looks toned, lifted.

Culled from the remote islands of Asia, the **precious Pearl Protein** brings together 20 different types of amino acids to hydrate and nourish the skin.

Powered by Ascophyllum--a unique sea plant that actually grows its own protective, calcified shell--and other sea-sourced ingredients such as Organic Silicium, this Serum formula helps the calcium in your skin perform its natural age-fighting tasks with optimum results. **You'll be simply astonished!**

Beauty Benefits:

- ✓ Helps to fight Age Spot
- ✓ Restores clarity with precious pearl protein
- ✓ Brighten Complexion
- ✓ Re-Energizes Skin
- ✓ Anti Free Radicals
- ✓ Anti-Oxidant
- ✓ High Moisturization
- ✓ Prevent From Premature Aging

LA CRÈME DAY ANTI-AGEING

Luxury SPF30 Day Protection

Anti - Oxidant Cellular Formula

Advanced Protective Anti-Aging Care –



This effective cream for all women 35 and older helps repairs wrinkles brightens dull complexions and stimulates the plumpness and strength of the skin to prevent the appearance of new wrinkles.

While we are young, collagen fibers make up nearly 20% of our skin's composition, ensuring it stays smooth & plump. Over time these fibers deteriorate & skin loses its volume & firmness. **Repairfibrex™** a unique technology of Collagenase Inhibitor reactivates elastin synthesis and **accelerates the production speed of collagen fibers** to reweave the skin tissue and combat the natural breakdown of fibers.

Protecting your skin from premature ageing, LA Crème DAY combines **UV filters and powerful anti-oxidants complex**. Together, they help shield your skin from harmful environmental factors that it is exposed to everyday. This unique lightweight base absorbs quickly, leaving a veil of protection as powerful as it is invisible. Wrinkles seem repaired from within and visibly reduced. The skin looks denser, plumper, more even and radiant.

Beauty Benefits:

- ✓ SPF 30 sunscreens
- ✓ Anti-Aging
- ✓ UVA/ UVB/ UVC Protection
- ✓ Anti Free Radicals
- ✓ Helps repair Wrinkles
- ✓ Reactivates Elastin Synthesis

Protects against UVA –UVB-UVC rays

UVA (Ultraviolet A)

These rays penetrate deep into the skin, causing skin to wrinkle and sag, contributing to skin cancer.

UVB (Ultraviolet B)

These rays can cause unprotected skin to burn and are thought to be the primary cause of skin cancer.

UVC (Ultraviolet C)

These rays are deadly to plant and animal life. The ozone layer protects the earth by absorbing UVC rays. But with the ozone layer thinning, we may be exposed to more UVC rays in the future, causing more skin cancer and eye damage.

Scientifically-proven formula

How to Use:

Apply in the morning. Smooth on clean face and throat. Massage for few minutes



LA CRÈME NIGHT ANTI-AGEING

Renovating + Re-Densifying Night Cream

Anti-Aging Intense Formula

Hormonal changes and sun damage the appearance of the skin. These changes are known to weaken skin, leaving it dry, less elastic and dull. Even a full night's sleep does not provide optimal recovery. With Night Recovery Treatment, **La CURE revolutionizes nighttime replenishment** by combining advanced discoveries in one rich and soothing cream. This Night Care has been designed to fight the tiresome signs of ageing – the lack of firmness and elasticity, dryness and pronounced wrinkles.

This extraordinary Cream is formulated with rare, precious ingredients:

- Matrixyl is a patented scientific breakthrough, an exceptional and precise molecule which restores essential moisture deep in the structure of skin's surface. Skin regains youthful substance, firmness, and radiance – as if signs of aging were repaired. Matrixyl helps to “re-start” and boost the collagen production. **It is a proven fantastic anti-ageing active ingredient.**
- 7-DHC a groundbreaking “hormone-like” from the latest science that helps skin reduce the look of critical past UVA damage and de-sensitize skin irritation.

. Beauty Benefits:

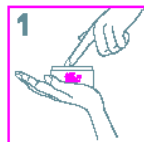
- ✓ Prevents From Premature Aging
- ✓ High Moisturization
- ✓ Re-Energizes Skin
- ✓ Recovery Treatment

- ✓ Promotes Production Vit D3
- ✓ Powerful Anti-Aging
- ✓ Brighten Complexion
- ✓ De-Sensitizes Skin

How to Use:

Apply every evening to perfectly clean skin. 1 Smooth the product onto entire face (forehead, cheeks, chin), from the centre of the face outwards. Finish on the T-zone and neck. 3. With fingers folded under the chin, proceed with deep circular movements, from the centre outwards (then repeat this step from the nose towards the ears, from the eyes towards the temples and from the middle of the forehead towards the temples).

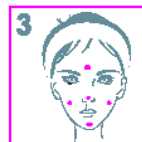
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Apply every evening to perfectly clean skin



Warm up the cream by rubbing your 2 hands together.



Smooth the product onto entire face (forehead, cheeks, chin).



With fingers folded, proceed with deep circular movements, from the centre outwards.



LA CURE ANTI-AGEING ELIXIR

Global Time Control Cure

Deep Wrinkle Anti-Aging – Repair – Recovery Treatment

The La CURE Anti Ageing Elixir is a potent 16-day recharging treatment for damaged skin that has been exposed to too much sun, stress, air travel etc.

This extraordinary Elixir is formulated with rare, precious ingredients such as **Matrixyl** and **7-DHC enzyme** which helps skin reduce the look of critical past UVA damage.

La CURE Anti Ageing Elixir delivers an instant surge of vitality and helps restore skin to peak performance. It de-sensitizes and tranquilizes skin as it helps to lift away the look of fine lines and wrinkles. Now your skin can focus all of its energies on repairing the visible effects of the assaults and stresses it faces every day. The series includes 8 vials of concentrated luxury, each with two precious applications.

Beauty Benefits:

- ✓ Powerful Anti-Ageing Cure
- ✓ Promotes Production Vit D3
- ✓ De-Sensitizes Skin
- ✓ Anti-Oxidant
- ✓ High Moisturization
- ✓ Re-Energizes Skin

✓ Prevents from Premature Ageing

How to Use:

As an intensive "booster treatment" in addition to your regular skincare regimen. Dispense few pumps (1/2 the vial) and smooth the Elixir on clean face and throat. Massage for few minutes. Follow with appropriate skincare cream.



HIGH TECHNOLOGY DERMABRASION KIT

Resurfacing Booster Serum+ Rejuvenating Peeling Serum

Now, the skin transforming benefits of Micro-Dermabrasion, at home, in just 2 minutes! No doctor's appointment Necessary

Super smoothes and gently polishes skin with Sand Stone Crystal + Glycolic Acid using the same techniques as dermatologist do.

Results after the First Session

Skin Texture Polished – Complexion Evened Out – Pores Tightened

After a 3 Session Cure Treatment

Skin Rejuvenated – Wrinkles Smoothed Out – Radiant Complexion-Cells Activated– Skin Renewed

A high-performance Cocktail of Exfoliants prompts a renewal process that is multilevel, time-released.

This Complex:

- Speeds fresh, vibrant cells to the surface to unveil brighter, radiant skin.
- Leaves skin with a velvety feel, perfected look.
- Refines skin texture and minimizes fine lines and wrinkles
- Smoothes skin's texture and reduces pore size.
- Renews environmentally and sun-damaged skin.
- Improves skin's density and firmness.

May also be used to help prevent and control blemishes.

What it is formulated to do:

- Accelerates the release of cellular debris, roughness, dullness, and skin damage without the risk of irritation, redness, and sensitivity.

-Helps erase the appearance of fine lines and wrinkles.

-Helps fade pigmentation and age spots.

-Perfects skin's appearance.

-Refines pores.

Beauty Benefits

- ✓ Helps Erase Fine Lines and Wrinkles
- ✓ Helps fade Pigmentation and Age spots
- ✓ Outstanding Clarity
- ✓ Unified Skin-Tone
- ✓ Cells Renewal
- ✓ Enhances production of Collagen and Elastin
- ✓ Refines Pores

How to use:

Step 1:

Prepare by cleansing the skin thoroughly.

Step 2:

Apply the Rejuvenating Peeling Cream all over the face. Do not use around eye area. Massage for 2 minutes. Rinse with lukewarm water and then gently pat skin dry.

Step 3:

Apply the Resurfacing Booster Serum all over face and neck. Let it dry for a few seconds.

INSTANT RESULTS: In 2 minutes, skin is retextured: perfectly renewed, soft, polished, its texture refined, surface unevenness is smoothed away. Its radiance is durably revived from within: the complexion more even and radiant.

REF. 1680



1

Keep hair out of the face. Prepare by cleansing the skin thoroughly.



2

Apply the Rejuvenating Peeling Cream all over the face. Do not use around eye area. Massage for 2 minutes. Rinse with lukewarm water and then gently pat skin dry.



3

Apply the Resurfacing Booster Serum all over face and neck. Let it dry few seconds.



4

Apply the Post-Treatment Neutralising Cream all over face and neck.

NORMAL SKIN



24 HOUR CREAM

Day& Night Multi-Function Emulsion

The most complete formula ever made!

Fuelled by the study of genetics, La CURE Research cracks the code of visible aging to dramatically change the destiny of your skin.

Because the components of the epidermis and dermis lose their properties over the years, thus allowing the appearance of visible signs of aging, La CURE developed 24 Hour Cream line. Thanks to the most powerful and purest active ingredients, this intensive line prevents the appearance of wrinkles and thinning of the skin. The results are visible and long-lasting: the skin is perfectly moisturized, regains its suppleness and firmness and is protected from free radicals.

24 Hour Cream bridges the evolution gap between your skin's natural defences and the demands of today's environment.

Now there's a moisturizer that does not only add water--it actually optimizes the way your skin uses every precious drop. How? 24 Hour Cream creates a perfectly controlled environment--a virtual biosphere for your skin. It instantly quenches skin's deepest thirst, and helps adapt to the daily stresses of internal and external dehydration.

This futuristic moisturizer helps re-ignite skin's natural age-fighting ability while providing UVA/UVB, anti-oxidant and free radicals protection. 24 Hour Cream helps diminish the appearance of lines and wrinkles. With stunning accuracy and speed, you'll see results much faster than ever.

Day after day skin will perform with the efficiency needed to keep it looking and feeling absolutely amazing--24/24. Radiance returns!

Use:

Apply to face AM –PM after cleansing.

Presentation: pump bottle 50ml

TIME FIGHTING SERUM
Anti-Oxidant Anti-Free Radical
Deep Hydrator
First Signs of Age



Beauty benefits:

Thanks to its strong expertise in the skin ageing process, La CURE created to stimulate and prolong the skin's youthfulness after 25-30 the Time Fighting Serum.

Each wrinkle corresponds to a specific depth of damage brought to the skin. Time Fighting Serum targets the epidermis precisely where the very first signs of skin ageing appear with lines of facial expression.

This Serum holds your skin's future in a truly revolutionary formula.

The exclusive Complex Bio PPS6, - Padina Pavonica, Japanese Green Tea extract, Organic silicium all combine to intensively moisturize and to assert Time Fighting Serum, as a spectacular and unique anti-aging serum to fight the first signs of age. Time Fighting Serum is a great protection from anti-oxidant and free radicals.

Time Fighting Serum contains an exclusive anti-aging complex and encapsulated silicium derivative to:

- ✓ Smooth out the first fine lines,
- ✓ Preserve the moisture within the skin
- ✓ Reinforce the anchoring of the epidermis to the dermis,
- ✓ Preserve the natural elasticity of the skin.
- ✓ Protect from anti-oxidant and free-radical.

How Time Fighting Serum works ?

✓ A unique 2-in-1 complex delivers 24-hour deep hydration and protection from environmental damage.

✓ Special anti-oxidant ingredients neutralize free radicals before they can harm skin's appearance, and build a rich anti-oxidant reserve as further protection. Because, after all, research shows it is free radical and other environmental damage--not time--that can cause up to 80% of the visible signs of aging.

✓ Delivers advanced levels of hydration with long-proven Padina Pavonica -nature's "moisture magnet." A clinical test proves skin's level of moisturization increases dramatically and cumulatively with continued use. Enhances your moisturizer's effectiveness.

Results:

Immediately, you'll see healthier-looking skin, with vital moisture restored. By night, it uses the body's natural rhythm of renewal to help repair visible signs of aging and speed recovery from UV and environmental damage. By day, it neutralizes environmental irritants before they can affect skin's appearance.

Regular users attest to the remarkable anti-aging and "hydrating" powers.

Think of it as your "insurance" for definitively younger, healthier-looking skin, for today and tomorrow.

Use:

- Apply mornings and nights to the entire face. Massage with perfectly flat fingers, working from the centre of the face outwards. Pay particular attention to the forehead and the outer eye.

- Use with La CURE skin care adapted to skin needs.

Presentation : Pump bottle 30ml

Ref Z1420

PERFECT CLEANSING MILK

Quick action cleansing milk



Beauty benefits:

The one formula you need to quickly and gently dissolve every trace of face, lip and eye makeup--even long-wear or waterproof formulas. Unique velvety cream- refreshes you with a crisp herbal scent.

Rinses away easily and leaves skin feeling soft and smooth with no greasy after feeling or oily residue.

WHEN DAY IS DONE

Do your skin a favour: never go to bed with makeup on. Clean skin is healthy skin.

Results :

One quick and effective gesture to dissolve all trace of make-up and impurities on the face, the eyes and the lips.

Use :

Apply to dry skin and massage well. For best results, rinse off with water. Follow with lotion, then your other skincare.

Presentation : Pump bottle 200 ml

ENERGIZING LOTION
Extra radiance lotion without alcohol
AHA Exfoliating lotion



Beauty benefits :

This revitalizing toner, with its fresh, flowery scent, pink colour and cool finish, leaves your skin feeling fresh and radiant. Energizing Lotion contains fruit acids to help improve skin texture and glycolic acid to leave skin feeling soft, refreshed and perfectly clarified.

The ideal partner for cleansers, Energizing Lotion acts as a brilliant "complexion reviver" in the morning and adds the finishing touch to cleansing in the evening. The exfoliating action of the AHA eliminates the dead cells and the dehydration lines while giving extra radiance to the skin.

To enhance its toning and clarifying action, the La CURE Laboratories have formulated Energizing Lotion with highly effective, natural active ingredients to help exfoliate the skin, while preserving its youthful radiance.

It ends the cleansing process by removing the last traces of make-up.

Primes skin to achieve maximum results from the skincare that follows.

Use advice :

Use Energizing Lotion morning and evening, as part of your daily skincare routine.

Apply liberally to two cotton rounds, then, with one in each hand, pat the surface of the skin to help it absorb the product and leave it feeling refreshed, soft and supple.

Follow with your anti-aging/repair formula and moisturizer as desired.

Can be advised to sensitive skin as the % of AHA is carefully chosen.

Avoid the eyes contour.

Presentation: Pump bottle 200 ml

OILY SKIN



Ref Z1620: 24 HOUR EMULSION

Day& Night Multi-Function Emulsion

To defend itself against time, skin needs hydration and protection. 24H Emulsion is a true anti-ageing shields that stimulate the skin's natural defences and protect it against harsh environmental conditions. The first signs of ageing are thus corrected.

Environmental assault, air travel, climate changes and hormonal shifts - all combine to make skin aging a major or constant problem of modern living. 24 Hour Cream has been created to be your skin's 24 hour defence against environmental aggressions.

This futuristic moisturizer helps restore skin's youthful texture and improves elasticity. Provides hydration, anti-oxidant and free radicals protection. With stunning accuracy and speed, you'll see results much faster than ever.

Skin remains perfectly hydrated thanks to balanced moisturizers.

Exclusive Sebo-regulator micro-captors absorb oil deep down the pores.

Day after day, skin performs with the efficiency needed to look and feel amazing-24/24!

Results :

Your skin is intensely hydrated and radiates with a healthy glow. Day after day, wrinkles and fine lines are smoothed out and skin firmness is restored.

How to use :

Apply to face AM and Pm after cleansing

Presentation: pump Bottle 50ml

OIL CONTROL LOTION

Oil control lotion without alcohol



Beauty benefits:

Oil Control Lotion is formulated with special plant extracts for a smooth, shine-free appearance. Refreshes, Refines and Reawakens clarity of the skin. After cleansing, smooth over face and throat with cotton.

Results:

Thanks to Oil Control Lotion, excess sebum is controlled while keeping a high level of miniaturization.

Use advice:

Use Oil Control Lotion after cleansing.

Avoid the eyes contour.

Presentation: bottle 200 ml

OIL CONTROL MASK
High-Performance Purifying Mask



Beauty benefits:

Oil Control Mask has several complementary actions:

- It cleanses the skin in-depth.
- It obviously clears up the complexion by the action of the Kaolin, very fine white clay.
- It absorbs excess sebum like a blotter.
- It tightens the pores and refines the grain of skin
- It cleanses and purifies the skin.

Results:

The skin is obviously healthier and ratified; the grain of skin is refined.

Use advice:

Once or twice a week, apply a thin layer. Leave to dry for 10 minutes, then rinse.

Avoid the eyes contour.

Presentation : Tube 50 ml

REFINING SCRUB
Deep pore refining scrub



Mixed and oily skin

Beauty benefits :

When the skin tends to shine and is prone to blemishes, Refining Scrub offers deep purification and soft balancing action.

Mixed and oily skin more than any other needs the extra help of an exfoliating expert to speed up the removal of dead skin flakes, dislodge oil and dirt from pores. To bring fresh new skin to surface, to reveal a matte and beautiful skin, this scrub is the answer! Results are immediate, as skin takes on a healthy-looking glow. Water- rinseable, the thousands of micro-grains soothe, smooth and refine superbly your skin.

Results :

The result is immediate! The skin is clear, cleansed and free of all dead cells.

Use :

Lightly massage over slightly wet skin. Rinse with warm water. Use two to three times a week.

Avoid the eyes contour.

Apply then lotion.

Presentation : Tube 50 ml

MIXED SKIN

SHINE FREE LOTION

Double function Lotion without alcohol



Beauty benefits :

INSTANT MATTE...LONG-TERM CONTROL

Instantly, advanced matifiers transform unwelcome oil into shine-free perfection. With continued use, skin is brought into balance and excess sebum a thing of the past. Breakouts are reduced, blackheads are banned, and skin looks and feels great.

The Shine Free lotion is perfectly adapted to mixed skin. It has a double function :

The lotion alone moisturizes the dry zones (generally the cheeks).

The mineral powders mixed with the lotion then matify the oily parts of the T-zone (forehead, nose, and chin) by absorbing excess sebum.

Results :

Shine Free lotion purifies perfectly the skin while matifying the T Zone and moisturizing the dry parts.

Use :

Use Shine Free lotion after cleansing the face.

First of all, apply the lotion all over the face WITHOUT mixing the powder.

Then shake and apply on the oily parts of the face + T-zone.

Presentation : bottle 200 ml

DEEP CLEANSING MASK

Clarifying mask



Now you can give your skin a clear future--at any age--with the innovative science and amazing synergy of the new mixed skin treatments.

Deep Cleansing makes a dramatic, visible change in how your skin looks and acts, thanks to a multi-prong strategy to solve the problems of excess oil production.

This delightfully refreshing, deep cleaning mask reveals a new clarity that's shine-free.

It makes a dramatic, visible change in how your skin looks and acts. With more than 10% of Kaolin, Deep Cleansing Mask combines the absorption power of natural clay, the re-vitalizing force of Oligo-elements and the astringent benefits of plant extracts. Within minutes, this mask purifies the skin deep down and rids it of the impurities which block pores and dull the complexion. Astringent, it reveals a tighter, brighter skin and less visible pores.

With La Cure, every formula reinforces and boosts the effectiveness of the others. Use the Deep Pore Refining Scrub twice a week, then the other specialists as needed.

Deep Cleanser has numerous actions:

- ✓ It purifies deeply the skin.
- ✓ It obviously clears up the complexion thanks to the kaolin action (white clay).
- ✓ It gently regulates the production of sebum,
- ✓ It refines the pores.
- ✓ It absorbs the impurities that dull the skin surface

Purifying natural clay is gentle on skin, tough on blocked pores--works deeply to draw out impurities and eliminate blackheads and blemishes.

Results :

Within minutes, the skin is deeply purified and recovers radiance and freshness.

Use advice :

Preferably in the evening, apply a thick layer on a clean and slightly wet skin, carefully avoiding the eye contour. Leave for 10-15 minutes, remove with soft tissue and rinse off with lukewarm water.

Depending on skin needs, treat the entire face or only the middle zone.

Once or twice a week,

Avoid the eyes contour.

Apply then lotion.

Presentation : Tube 50 ml



24 HOUR CREAM

Day& Night Multi-Function Emulsion

Advanced oil control

Anti-wrinkle Anti-oxidant

The most complete formula ever made !

Environmental assault, air travel, climate changes, hormonal shifts - all combine to make skin aging a major or constant problem of modern living. 24 Hour Cream has been created to be your skin's 24 hour defence against environmental aggressions.

This futuristic moisturizer helps restore skin's youthful texture and improves elasticity. Provides UVA/UVB, anti-oxidant and free radicals protection. 24 Hour Cream helps diminish the appearance of lines and wrinkles. With stunning accuracy and speed, you'll see results much faster than ever.

Skin remains perfectly hydrated thanks to balanced moisturizers.

Exclusive Sebo-regulator micro-captors absorb oil deep down the pores.

Day after day, skin performs with the efficiency needed to look and feel amazing-24/24!

More than moisture. More than protection.

The secret ?

- ✓ An active response anti-oxidant system with a powerful blend of new and natural ingredients.
- ✓ An advanced dual sebum regulator system to keep skin feeling matt and healthy.

YOUR SKIN AND THE ENVIRONMENT

ANTI-OXIDANT PROTECTION

24 Hour Cream includes a unique active response anti-oxidant system. When free radicals attack, this interactive technology instantly activates to release a wave of on-the-spot protection.

- The enhanced blend of ultra potent anti-oxidants.
- In addition to anti-oxidants, 24 Hour Cream actually re-energizes skin's own defences.

SEBO BIO REGULATOR

Along with other oil-neutralizing ingredients, the Bio Regulator Complex immediately eliminates shine--and with daily use, actually "re-programs" skin to produce measurably less oil than ever before.

AND IT'S WONDERFUL TO WEAR

Satisfies your senses as well as your skin. The fresh scent is an instant pick-me-up, and there's a delicious texture.

Use :

Apply to face AM –PM.

Presentation : pump bottle 50ml

So what do free-radical damage and antioxidants have to do with wrinkles or skin damage? When free-radical damage originates from natural environmental factors and fails to be cancelled out by antioxidant protection, then wrinkles appear. If we don't get enough antioxidant protection, either from our own body's production, from dietary sources, or from other sources (including antioxidants we put on our skin), free-radical damage continues unrestrained, causing cells to break down and impairing or destroying their ability to function normally. Free-radical damage destroys collagen and other skin components.

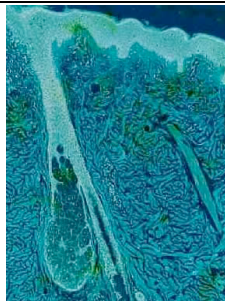


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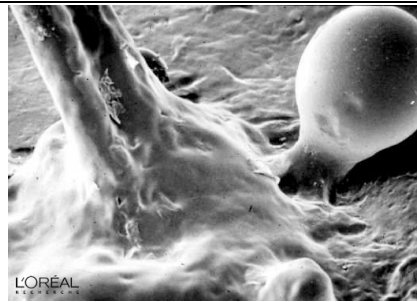
SHINE FREE SERUM

Anti-ageing - Shine control

Skin refinisher serum



Sebaceous gland



Production of sebum

Beauty benefits :

Keep your skin perfectly hydrated inside, perfectly matte outside.

This revolutionary powder gel serum works instantly to control shine for fresh, pure, matte skin. This exclusive formula contains Matireflex™ spheres, powerful matifying agents, which give the skin a long-lasting matte finish and velvety-soft feel. Pores are tightened and refined.

Shine Free Serum infuse your skin with moisture all day so skin glows with health. This ultra-charged moisture complex delivers Hyaluronic acid, a skin-essential complex that maintain skin's ideal moisture level. Delivers oil-free, water-smooth, fresh moisture.

Exclusive Complexe Resurfaçant Tri-Lissant™ frees your skin of flakiness and roughness, softens fine lines and makes pores seem smaller, less obvious, for a smooth, seamless feeling.

The exclusive fruit-derived refinisher increases skin's natural renewal process.

The result: obsolete cells don't clutter skin's surface, but come off naturally. Shine Free Serum instantly gives skin an overall even tone.

Day after day, pores, imperfections and fine lines seem to fade away.

Shine Free Serum makes a dramatic, visible change in how your skin looks and acts, thanks to a multi-prong strategy to help solve the problems of excess oil production.

Instantly, advanced mattifiers transform unwelcome oil into shine-free perfection. With continued use, skin is brought into balance, with excess sebum production a thing of the past. Breakouts are reduced, blackheads are minimized, and skin looks and feels great.

✓ **Use:** Apply mornings and nights to the entire face, working into the skin with smoothing motions.

Use with La CURE skin care adapted to skin needs.

Presentation : Pump bottle 30ml

DRY SKIN

CELLULAR MASK
Intense Moisture Mask



Beauty benefits :

This Ultra-creamy Mask provides optimal nutrition and hydration to leave skin feeling soft, supple and smooth.

This Beauty mask with Sweet Almond Proteins and our exclusive Lift Complex forms a flexible, 3-D matrix that effectively smoothes, tightens and lifts tired, slackened skin. In time, Soja Protein and Almond oil work to improve natural collagen production so skin feels more resilient.

Soja protein was selected because of its rich composition: Containing 82% of essential fatty acids and ceramids, Soja protein helps rebuild the skin's natural protection system. It brings suppleness and comfort to the skin and contributes to regulating its hydration.

EXTRA HYDRATION

A powerful blend of humectants provides the intense hydration mid-life skin craves. It locks in the moisture to plump and lift skin from within.

EXCLUSIVE Lift COMPLEX

At the heart of the cellular mask, the Lift Complex combines amazing lifting action with Marine Collagen and optimal cellular regeneration with Algae extract.

Protect the support fibres thanks to the synergic properties of the almond and soja peptides with anti-radical enzymes. Together they preserve the integrity of cutaneous structures involved in the loss of firmness and the development of wrinkles.

Cellular mask's multiple actions :

- ✓ A real lifting-firming treatment
- ✓ An extra moisturizing and radiant mask
- ✓ An overnight super nourishing treatment

Results :

The dehydration lines are eliminated, the skin is deeply moisturized, and the complexion recovers its luminosity and freshness.

Use :

Apply generously over clean face and throat. Wait 10-15 minutes, then tissue off or rinse off. So nutritious that it can also be used occasionally as a night cream. In that case, do not rinse just massage the extra cream and leave it on all night.

Use once or twice a week, or as needed.

Use lotion.

Presentation : Tube 50 ml

24 HOUR CREAM
Day& Night Multi-Function Cream
Intensive Moisture
Anti-wrinkle Anti-oxidant



Beauty benefits :

The most complete formula ever made !

Environmental assault, air travel, climate changes and hormonal shifts - all combine to make skin dryness a major or constant problem of modern living. 24 Hour Cream has been created to be your skin's 24 hour defense against aging and dryness. This state-of-the-art formulation helps smooth away wrinkles & fine lines to restore resilience. It provides firmness and radiance while fighting free radicals and environmental damage.

Exclusive 24 Hour Cream technologies helps control the way skin attracts holds onto and rebalances the water it needs to stay soft, smooth and absolutely revitalized 24/24.

This futuristic moisturizer with groundbreaking La Cure Recovery Complex helps restore skin's youthful texture. It improves elasticity while providing UVA/UVB, anti-oxidant and free radicals protection. 24 Hour Cream helps diminish the appearance of lines and wrinkles.

Day after day, skin performs with the efficiency needed to keep it looking and feeling absolutely amazing--24/24.

Use:

Apply to face AM -PM.

Presentation : pump bottle 50ml



CELLULAR SERUM

Ultimate Repair Serum

Moisture recharging Age Recovery system

The benefits:

When standard skin care no longer suffices, Cellular Repair Serum is a deep thirst quencher for dehydrated and tired skins.

When the passing of years or life events (pregnancy, health problems...) leave traces on the skin, Cellular Repair Serum boosts its essential functions and brings visible results during several months.

When the essential cutaneous functions become exhausted, the skin becomes more dehydrated because it is losing its ability to retain water. It urgently needs to regain its balance to combat all ageing factors and prolong its beauty. Hydration and Cellular Repair Serum is a must to preserve all the potential of a healthy skin.

It is one of the essential keys to prolonging youthfulness.

Cellular Repair Serum is an exceptional formula that breathes new life to your cells. This precious formula is proven to leave your skin feeling revived, intensively hydrated.

At the heart of this sumptuous serum is the new and unique Repair 3C™ Complex, a fusion of powerful active ingredients and a result of years of scientific research by La CURE Innovation Laboratories.

Instantly, your skin is **Revived – Regenerated - Smoothed - Even toned – intensively hydrated***– It **Reinforces cellular natural defences.**

In addition, this state of the art elixir increases cellular hydration, as if breathing new life into your skin.

It repairs daily damage by enhancing the skin's own natural repair rate. Existing lines and wrinkles are reduced. Immediately skin looks and feels softer. Prevents the appearance of future signs of ageing.

Regular users attest to the remarkable soothing and "repair" powers.

More lift. More radiance. More moisture. Now your skin can have it all!

Results :

Quickly, you'll see:

- Increase in skin clarity.
- Increase in skin smoothness.
- Increase in skin's softness and suppleness.

Within weeks, you'll see improvement in evenness of skin color

How to use :

Morning and night, apply 4-5 drops of Serum to clean skin.

Follow with your appropriate nourisher.

Presentation : Pump bottle 30 ml

SOOTHING LOTION
Eau Micellaire Without Alcohol



Beauty benefits :

A pampering new sensation for dry skin.

This gentle, soothing toning lotion cushions your skin, leaving it feeling soft, supple, luxuriously hydrated. This floral and alcohol-free lotion, extremely gentle, removes all traces of cleanser. It contains non-irritant factors to help fighting environmental pollution.

This Soothing Lotion removes all traces of cleanser. The floral lotion is 99.58% from natural origin. It contains Eau Floral Sureau Bio.

Alcohol-free, the plant extracts mild formula will refine skin texture and leave it radiant, smooth and soft. After cleansing, smooth over face and throat with cotton.

Use _____ :

After cleansing, sweep on with a cotton pad.

Use twice a day, AM and PM. Follow with your anti-aging/repair formula and moisturizer as desired.

Presentation : bottle 200 ml

