La Prairie extends Advanced Marine Biology with new Lifestyle Collection

La Prairie has extended its Advanced Marine Biology brand with a new Lifestyle Collection, designed to keep skin as young looking for as long as possible. The Collection is targeted at both women and men who lead active, multifaceted lives and are looking for skincare products that are both effective and affordable, according to the brand. It will be available from July.

La Prairie's new Advanced Marine Biology Lifestyle Collection will make its debut later this summer

The concept of “prevention” is at the heart of the five products that form the collection, which has been formulated for use as soon as – or even before – the first signs of skin ageing begin to appear. The products feature the powerful anti-oxidant properties of algae, combined with intense structural hydration, to stave off the appearance of wrinkles and fine lines, and preserve the skin’s youthful appearance.

La Prairie describes the Collection as a shining example of “eco-luxury”, which combines innovative technology, the luxury associated with the brand and a deep commitment to environmental protection. At its core is advanced aquaculture technology, the scientifically controlled cultivation of algae, kelp and other plants native to the sea in a protected, land-based environment. The line also features La Prairie’s exclusive Cellular Complex.

Advanced Marine Biology Foaming Mousse Cleanser is described as a gentle, high-lathering product with a natural, coconut-derived cleansing agent that removes all traces of make-up, impurities and pollutants from the skin. A trio of sea-sourced ingredients derived from algae prevents the loss of essential moisture and conditions the skin, providing the most receptive mode for ensuing treatments. The cleanser is presented in a 125ml tube and will retail at around €52.
Advanced Marine Biology Revitalizing Emulsion is a new-generation, triple-tasking moisturiser for the face, neck and eye zone. According to the brand, it is designed for the fast-paced lifestyle of results-oriented women and men who are intent on streamlining their daily maintenance routines without sacrificing their high standards of performance.

The formula features a family of marine-derived algae, including deep-hydrating Salicornia Extract, energising and brightening Green Microalgae, defence-strengthening Channeled Wrack Extract, obtained from small brown algae, and the naturally protective Red Algae. The product is presented in a 50ml pump dispenser and will retail at around €110.

The Advanced Marine Biology Eye Gel is being positioned as an entry-level treatment within La Prairie’s portfolio. This cooling, smoothing gel blends both land- and sea-sourced substances to minimise the appearance of wrinkles and dark circles and the accompanying feeling of puffiness. It is presented in a 15ml pump dispenser and is priced at €84.

The repackaged Advanced Marine Biology Day Cream SFF20 & Tonic, launched in 2007, complete the collection.
In related news, La Prairie has introduced new marine preservation and eco-awareness initiatives. In partnership with the Prince Albert of Monaco Foundation, the brand has established the La Prairie Award for Innovation in Marine Protection.

A US$100,000 donation will be made to one of three marine protection initiatives which have been selected amongst the Foundation projects. The two runners-up will receive donations of US$20,000 and US$10,000. The result will be announced at the Foundation’s gala annual award ceremonies, which will be held in London on 12 October.

The La Prairie Award Jury comprises Céline Cousteau (Jury President), His Excellency Bernard Fautrier, Vanessa Berlowitz and Alannah Weston. The nominees are: Helping Save The Mediterranean Monk Seal and removing it from the list of endangered species; Helping the Kalabia floating boat which teaches children to respect the environment in the Indonesian Raja Ampat Archipelago; and Conserving the Ecosystem of an exceptional Toliara reef complex of Madagascar, the world’s third largest coral reef.

La Prairie is inviting its consumers to become an integral part of the selection process. Consumers will be given the opportunity to view project video clips and, from April to August, vote for their favourite. Consumer voting will count for half of the final decision.

Lastly, La Prairie will use its new Facebook page as a communication platform for eco awareness messages via short video clips featuring Céline Cousteau, Ambassador of La Prairie’s Advanced Marine Biology Collection. “Céline’s Choices” will follow Céline as she tours the globe in 2012 and gives her tips on caring about the environment.

“Our collaboration with the Prince Albert II of Monaco Foundation is a perfect fit,” noted La Prairie Group
President and CEO Patrick Rasquinet. “The Foundation’s objective to advance environmental solutions and promote the sustainability of the earth’s natural resources coincides with our own long-term commitment to marine preservation.”

Established in 2006 by Prince Albert II, the Foundation has funded 185 projects around the globe, in addition to awarding individuals who engage themselves in an exceptional manner to safeguard our planet. At the launch of the La Prairie Award, in Monaco on 17 April, his Serene Highness Prince Albert II of Monaco commented: “I am delighted to witness today the launch of the La Prairie Award, the result of a successful partnership between La Prairie and my Foundation. In fact, I am more convinced than ever that this type of partnership is vital.

“At a time when we are facing global issues and inventing another growth model which is more respectful of nature, how could we divide companies and NGOs, scientists and citizens or politicians and field organisations? Instead, we must move forward together. Because the real answers to the deterioration in our natural resources lie in sharing our knowledge, raising awareness and implementing innovative economic models.”

He concluded: “We need your expertise and creativity to set up these economic models which create wealth without impoverishing the Earth. I look forward to the response that this initiative will surely elicit to further our mutual commitment.

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