



# A Brighter Day

La Prairie keeps the ill effects of the sun at bay

**Above**  
La Prairie's White Caviar  
Illuminating Système

Grey skies are going to clear up and the sun is going to shine overhead. But there's no need to run for cover or purchase a parasol, as La Prairie comes to the rescue with its White Caviar Illuminating Système. The brightening collection of advanced formulas targets the key issues of sun damage, age spots, discolouration and pigmentation. Adding to the stellar line-up of White Caviar Illuminating Eye Serum, White Caviar Illuminating Cream are four new products: White Caviar Illuminating Eye Cream, White Caviar Illuminating Clarifying Lotion, White Caviar Spot Treatment and White Caviar Illuminating Hand Cream SPF 15.

The most telling signs of age and fatigue are the eyes, which is why La Prairie specially formulated the White Caviar Illuminating Eye Cream. It tackles the areas around the eyes, where darkness is normally caused by pigmentation and poor circulation. The eye cream features potent antioxidants that firm the skin, moisturise and protect against future damage. By diminishing darkness and under-eye puffiness, the complexion instantly brightens up.

Next is a treat: Available exclusively in Asia and designed as a pre-treatment, the White Caviar Illuminating Clarifying Lotion sloughs off dead skin cells to promote clarity and enhance the absorption of the serums and moisturiser. After priming the skin, apply the White Caviar Spot Treatment, created to erase problem spots for a pristine complexion. Coming in a portable pen size, the Spot Treatment reduces accumulated skin damage, dullness and stubborn dark spots with a lightweight, fast-absorbing, translucent white gel. As the most potent brightener in the White Caviar collection, the gel prevents future excess pigment formation and the lightening of skin outside the target zone.

La Prairie also takes on one of the most highly exposed parts of the body: the hands. The White Caviar Illuminating Hand Cream SPF 15 is created to fight daily damage and protect against future discolouration that arises from dealing with the elements. By exfoliating dead cells from the surface of the skin, activating the renewal of new cells and neutralising the effects of sunlight exposure, the cream helps keep your hands healthy and young.

Brush off the clouds and step into the sun, thanks to La Prairie's White Caviar Illuminating Système. ■