


# ONE STEP AHEAD



La Prairie's Anti-Aging Eye and Lip Contour Cream targets both the eye and mouth area and can be used twice daily

La Prairie is focused on revitalizing its product offering with an eye to consumer demand by MELISSA SILVA

For skincare trailblazer La Prairie, 2013 has been a year of revitalization in terms of products. From successfully launching three additions to its White Caviar Illuminating Système in January to launching Cellular Power Serum in April—the product is still performing very well—La Prairie continues to focus on delivering innovative skincare driven by consumer expectations. For the remainder of the year, La Prairie aims to stay true to this strategy by launching several new products and posting additions to existing collections.

At this year's TFWA World Exhibition in Cannes, La Prairie will launch its new Cellular Swiss Ice Crystal collection, featuring two products, which will officially launch in travel retail locations worldwide in February 2014. Prior to Cannes, in September La Prairie will add two new products to its Anti-Aging Collection. "Our number one mission is to keep skin looking as young as possible for as long as possible," says Katharina Walther, Business Development Manager Travel Retail Worldwide. Currently, the collection boasts several products, including La Prairie's top-selling Anti-Aging Stress Cream, Longevity Serum, Day Cream with SPF, a Night Cream and an Eye Cream with SPF.

"We wanted to incorporate more multi-

tasking solutions within the collection, with a definitive focus on two areas on the face that show aging first—the eyes and lips," says Walther. To address these areas, La Prairie has launched Anti-Aging Eye and Lip Perfection à Porter and Anti-Aging Eye and Lip Contour Cream.

## Anti-aging on-the-go

"The eyes and lips are very vulnerable to aging," explains Walther. The Anti-Aging and Lip Perfection à Porter is an on-the-go touch-up treatment for eyes and lips in one compact product. "We put our eye cream on in the morning, we go to work, we have lunch, perhaps we step outside and it's essential to provide continuous hydration and protection to these areas exposed to the elements," says Walther. "We don't want to take off all of our makeup and redo the entire routine, so with this product you can easily touch up over makeup."

The Anti-Aging and Lip Perfection à Porter is designed to hydrate skin while leaving makeup untouched, even over heavy foundation or a long-lasting lipstick. The eye cream-gel and lip balm are enclosed in a compact cylinder in two separate compartments. A small, zippered leatherette case houses the cylinder. Both products are easily accessible—by

snapping the top closed, the user can snap the bottom open—and each is accompanied by its own mirror. "It's a great product to take with you on-the-go—when you open it, it looks very chic," says Walther.

La Prairie intends for the Anti-Aging and Lip Perfection à Porter to become the product first-time La Prairie users purchase, regardless of age. "We have created a multi-functional product that appeals to everyone," explains Walther. "Whether it's the world-traveling woman looking for a solution on-the-go or the aspirational luxe consumer, at a price point of €130 (US\$170), this product can be a spontaneous purchase, especially in travel retail."

In terms of treatments—not touch-up products—the second addition to La Prairie's Anti-Aging Collection is the Anti-Aging Eye and Lip Contour Cream. Similar to the Anti-Aging Eye and Lip Perfection à Porter, the Contour Cream targets both the eye and mouth area. The amino acid complex fills wrinkles and hollows in the eye area, while an anti-discoloration complex with marine-derived Glycosaminoglycans works to prevent dark circles from forming.

As for the lips, a volume-enhancing ingredient smoothes the skin and tropical fruit acids exfoliate and stimulate the delicate area for a younger, fresher look. The enclosed

cooling wand dispenses the emollient cream while simultaneously soothing the lip area. Conveniently, the wand remains positioned atop the silver jar after use, thanks to its magnetic properties. The Anti-Aging Eye and Lip Contour Cream can be used twice daily and is priced at €164 (US\$214).

## Out with the old, in with the new

In addition to renewing its Anti-Aging collection, La Prairie also identified an opportunity to improve its Caviar Collection and promptly went to work. Currently the collection features two body products, originally released several years ago—an indication a facelift was needed. “We decided we wanted to put the latest technology in terms of firming and moisturizing into the new product,” says Walther. “So we decided to remove the older products from the assortment and created a new one called Skin Caviar Luxe Soufflé Body Cream.” Designed to leave skin feeling smooth, La Prairie’s Skin Caviar Luxe Soufflé Body Cream offers the same benefits expected from skin caviar, but in a body cream.

In addition to updating its Caviar body creams, La Prairie recognized an opening for a nighttime treatment within the same collection, which led to the development of a two-in-one product—the Skin Caviar Luxe Sleep Mask, which is both a night cream and a mask. “Normally when you have a mask you put it on after cleansing your face and you have to wait, because you need to leave it on for 10, 15 or 20 minutes,” Walther says. “With this mask you don’t have to wait—it can be left on the skin all night and by morning, the treatment is complete.” Set for launch worldwide at the end of October, the new night cream works to firm, moisturize and hydrate skin of any type and any age. It penetrates the skin immediately, so there is no wait time. “With this product, you’re not leaving money on your pillow,” Walther says.

## Calling all customers

Looking ahead, La Prairie plans to continue requesting customer feedback when developing new products and treatments. “When customers request something like a night cream, we always aim to exceed their expectations and deliver more than just a night cream. In this case, we have a beautiful night mask as well,” explains Walther. “With the Anti-Aging Eye and Lip Perfection à Porter, we developed more than just a lip care product, but an on-the-go, touch-up lip and eye care compact instead.”

La Prairie also receives requests that are

just not possible. “Customers often ask for a cream that will deliver dramatic results. Our products help clients achieve subtle, natural results that will ensure their skin looks and feels healthy. Beyond anything else, healthy skin is youthful skin,” says Walther.

Entering the latter half of a profitable year, with sales up by 15% globally, robust growth in Asia and a surprising increase of 8% in Europe—the brand’s slowest region—La Prairie plans to stay focused on sales and customer-driven product development. □



Skin Caviar Luxe Soufflé Body Cream features a soufflé-like texture and offers the same benefits expected from skin caviar



Skin Caviar Luxe Sleep Mask offers the benefits of both a mask and a night cream in one product