

Clé de Peau Beauté unveils the latest version of its iconic La Crème face cream



Derived from a deep understanding of skin cell behavior and presented in exquisite jewel-like packaging, the product is described as “the true definition of Japanese beauty”

Shiseido Travel Retail unveiled a revitalized edition of the iconic La Crème from Clé de Peau Beauté, its premier luxury skincare & beauty brand. The high-performance face cream is a culmination of unique insights, cutting-edge technology and precise craftsmanship. The new La Crème, which was revealed last week during an exclusive event in Central London’s landmark Serpentine Magazine in Hyde Park, is scheduled to launch worldwide in travel retail from January 2020.

Founded on a unique insight of Skin Intelligence, the product harnesses a deep understanding of skin cell behavior to deliver exceptional results. Recreated eight times since its launch in 1982, each version of La Crème is advanced with the latest discoveries from Clé de Peau Beauté’s ongoing research.

Elisabeth Jouguelet, Vice-President of Marketing and Innovation, Shiseido Travel Retail, says: “We look forward to launching Clé de Peau Beauté’s reformulated La Crème to our discerning consumers in travel retail. This iconic product is based on years of extensive research and is a reflection of what we, at Shiseido Travel Retail, want to deliver to our consumers – ground-breaking products with uncompromising quality. It is also the true definition of Japanese beauty, combining nature, craftsmanship, art and attention to detail and innovation.”

The launch of the revitalized La Crème

La Crème features a highly potent blend of a proprietary complex, the Skin-Empowering Illuminator, which helps to amplify Skin Intelligence and enhance the skin’s ability to repair and defend itself from damage caused by various factors. The revitalized formulation contains the new CeraFerment Extract

that enhances the skin's ability to regenerate and become firm from within.

The unveiling of the new La Crème, presented in exquisite jewel-like packaging, also marks another significant milestone - the luxury brand's domestic launch in Europe, with London as its first port of call.

Yukari Suzuki, Chief Brand Officer, Clé de Peau Beauté, adds: "La Crème sits at the heart of Clé de Peau Beauté and we are proud and honored to present the new and revitalized formulation, which is underpinned by our relentless commitment to science and skincare innovation. It is an icon of luxury that incorporates technologies of the highest order to empower the innate abilities of skin for radiance that evolves day-by-day. Moreover, we decided to host this reveal in London as this illustrious city represents the very first step of our brand journey in Europe. We are excited by the endless possibilities ahead that are charted by the dedication of a committed R&D team, constantly striving to forge new scientific frontiers to deliver a radiance so remarkable that it emanates from within."