

Clarins redefines anti-aging beauty with new Precious luxury skincare offer



Clarins Precious: "The pinnacle of luxury and efficacy"

Clarins Global Travel Retail has highlighted the ongoing expansion of its Precious luxury skincare range, launched globally in travel retail in 2023 and now available across a growing number of travel retail doors worldwide.

Well-placed for discerning travelers' beauty needs, the Precious range continues to gain momentum among those seeking elevated skincare offerings.

Broadening the range, the newly launched L'Huile-En-Serum is designed to enhance the skin's nightly repair process, leveraging the ideal conditions for cellular renewal and offering unprecedented results in the battle against aging.

The application of the Precious range products is elevated by the expertise of Marie Depoulain, Clarins' facialist, who has developed an exclusive application method inspired by the brand's 70-year heritage in professional spa treatments. This method, which includes rhythmic hand movements, smoothing motions, and temperature-modulating tools, is rooted in the 'art of touch,' enhancing the products' anti-aging power. The result is visibly firmer, denser, and more radiant skin that defies the passage of time.

The Clarins Precious skincare line is said to represent the pinnacle of luxury and efficacy, inspired by the belief that nature provides the best ingredients for beauty. The range offers a complete anti-

aging ritual, including hero products such as the Precious La Lotion Anti-Ageing Treatment Essence, Precious La Crème Anti-Ageing Rich Moisturizer and Precious La Crème Yeux Anti-Ageing Eye Cream.

At the heart of each formula in the range lies the Moonlight Flower Cryoextract, a rare and powerful youth-boosting ingredient derived from a flower that blooms just one night a year. Native to the Central American forests, the Moonlight Flower is now cultivated in Brittany, France, under carefully monitored conditions, where Clarins ethnobotanists have unlocked the flower's precious cryoextract.

Dubbed the 'Queen of the Night,' this extract is meticulously hand-harvested and processed at -1960C to preserve its potent active molecules. Clarins Research has harnessed the flower's exceptional ability to reactivate the skin's longevity proteins, resulting in visibly younger and more radiant skin. According to Clarins, in just seven days of using the Moonlight Flower Cryoextract, the skin appeared to be lifted.

The range is powered by Clarins Precious Skin Age-Delaying Technology, which combines the benefits of the Moonlight Flower Cryoextract and a trio of high-tech biomimetic peptides featuring replenishing and restructuring properties to improve existing signs of aging. Together,

this powerful complex works to enhance skin firmness, reduce wrinkles, and enhance overall skin vitality while supporting the skin's nightly repair process. Clinical studies have shown remarkable results in anti-aging prevention and targeted action to combat the signs of aging, including a 60% increase in skin nourishment, 55% visibly plumper skin, a 40% reduction in the appearance of wrinkles and fine lines, and a clinically proven 35% enhancement in skin repair within just one hour of application.

The line includes a comprehensive assortment of treatments designed to nourish, firm, and rejuvenate the skin, making it a complete solution for those seeking to combat the visible signs of aging. Precious La Crème, for instance, exemplifies the line's transformative power, with users reporting noticeably firmer, softer, and more luminous skin immediately upon application. After seven days, users observed visibly firmer, smoother, and more radiant skin, while clinical assessments after 28 days revealed a 39% increase in skin firmness and a 24% reduction in nasolabial folds, delivering unparalleled rejuvenation and redefining the boundaries of anti-aging skincare.

A harmony of innovation, luxury, and sustainability

Each product in the line is packaged with carefully chosen materials, including recyclable outer cartons sourced from sustainably-managed forests, as well as an innovative alloy developed in Paris - used for the first time in Clarins cosmetics - that offers a luxurious, luminous, and recyclable jar to house the product. The formulas for the products themselves are crafted with ingredients of over 90% of ingredients derived from natural origins.

In addition to its advanced innovation, Clarins introduces a new frontier in skincare with its Microfluidic Technology. L'Huile-En-Serum's formula is a blend of oil microbeads and serum, with over 7,900 microbeads suspended in each 30ml bottle. This technology ensures the optimal fusion of ingredients at the moment of application, providing both the reparative power of an oil and the deep-penetrating benefits of a serum. The serum is composed of 96% natural ingredients, with the bottle being 100% recyclable and containing 25% recycled glass. The outer packaging is made from cardboard sourced from sustainably managed forests, reflecting Clarins' dedication to environmental stewardship.



The Clarins T.R.U.S.T. platform reinforces Clarins' values of trust, authenticity, and environmental responsibility

Clarins ensures the traceability of plant-based ingredients across the Precious line through the Clarins T.R.U.S.T. platform. This traceability initiative employs blockchain technology to provide consumers with comprehensive transparency about the origins and journey of the natural components used in Clarins products. By ensuring ethical sourcing and sustainable practices, the Clarins T.R.U.S.T. platform reinforces Clarins' values of trust, authenticity, and environmental responsibility, further enhancing consumer confidence in the brand's commitment to pioneering sustainable beauty.

Katalin Berenyi, Brand General Manager of Clarins, said, "As we expand the Clarins Precious range, we are fully embracing the 'art of listening' to travelers. Based on studies, we see that today's consumers are seeking luxurious products and meaningful experiences that align with their values of

authenticity, sustainability and responsibility. Each formulation in the Precious line exemplifies our commitment to responsible sourcing while delivering exceptional results. Just as rare as the Moonlight Flower, we believe that Clarins Precious is 'As Rare As You', offering an exquisite experience that resonates deeply with discerning customers in global travel retail."