

# the radiance collection

## glow. restore. enrich.

### Radiance defined

A dull or a radiant appearance is related to a number of interactions between light and the skin's surface. As we age, the decline in glow may be the result of several elements that change in the skin: a decrease in moisture retention, formation of lines, slower cell renewal, an accumulation of dead dry surface cells leading to a look of uneven texture. These are all a result of natural ageing.

The skin can lose radiance at any age because of environmental factors, but it tends to happen most dramatically as we get older.

La Prairie created the Radiance Collection to bring back the youthful glow of young skin. To restore what time has taken away and enrich the skin with nutrients.

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### Why is it necessary to use Cellular Radiance Night Cream at night?

Cellular Radiance Night Cream reinforces the benefits of Cellular Radiance Cream and Cellular Radiance Emulsion SPF30, restoring what time has taken away plus much more. New discoveries regarding the dermal epidermal junction and new advanced technology allow Cellular Radiance Night Cream to help maintain the architecture of the skin beneath the surface, resulting in improved firmness, as well as provide a healthy glow on the outside.

Cellular Radiance Night Cream works at night during sleep to regenerate the natural functions of the skin. The abundance of repair that takes place while the body is at rest makes the night the perfect time to renew the skin to face the next day.



**“Cellular Radiance Night Cream completes your treatment system.  
Try it for 3 nights and you will see the difference!”**

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### Did you know...

- that your skin is more receptive to treatment at night?
- you can replenish your skin's moisture completely while you sleep?
- a night cream that gently exfoliates can improve skin texture overnight?
- your cream may not know the difference between day and night but your skin does?

### Q & A

#### Why is it necessary to use a specific type of formula for night-time treatment?

Although there are many moisturisers that are effective for both day and night, Cellular Radiance Night Cream has been designed to take advantage of the “resting status” of the skin while the body is asleep, to perform functions such as repair and replenishment. In general, the body is in a “repair and replenish” mode during sleep and this is true of the skin as well.

#### What are the differences between the New Cellular Radiance Night Cream and the existing night-time moisturisers within the La Prairie collection?

Cellular Radiance Night Cream was developed to address the concerns of skin that has lost its natural glow. It helps maintain the architecture of the skin beneath the surface as well as provide a healthy glow on the outside to skin that already shows signs of aging.

**Anti-Aging Night Cream** uses a unique combination of repair, purifying, and hydration to fight the aging process **before aging signs** are actually noticeable.

Although **Cellular Night Repair Cream** is an effective, well-loved product, Cellular Radiance Night Cream is a result of recent research regarding optimal treatment for the skin at rest, and also advanced technology and ingredients not available during the development of Cellular Night Repair Cream. Cellular Radiance Night Cream should be considered an “upgrade” offering more benefits and should be introduced to customers now using Cellular Night Repair Cream.