

FRAGRANCE AND PERSONAL CARE

## La Prairie creates a new skin caviar with a special recipe

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*La Prairie's new recipe for Skin Caviar. Image credit: La Prairie*

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By STAFF REPORTS

Swiss skincare label La Prairie is merging marketing, beauty and science together for an innovative twist on a previous product.

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The cosmetic brand has renovated its Skin Caviar recipe and is showing it off in special installations across the world. The new cream is said to offer "never-before-seen lifting and firming" and is giving attendees a deep dive into the story of the "Masterpiece Remastered" allowing them to try the cream themselves.

Skincare science

Skincare fans in United States, Australia and United Kingdom will be able to interact with the brand in a science-forward installation.

The installation has already made strides around the world, even appearing at Art Basel, but it will have its last appearance in February.

At the pop-up, experts will show guests how they created the recipe and the science behind the formula while also offering special treatments and product try-ons.



*La Prairie's pop0up in New York. Image credit: La Prairie*

"After years of research that leverages its unparalleled caviar expertise, La Prairie reinvents caviar with a new incarnation: Skin Caviar Luxe Cream Remastered with Caviar Premier, a moisturizing cream that offers a unique dimension of sensorial indulgence paired with never-before-seen lifting and firming," said the brand in statement. "In celebration of this artful reformulation, an installation focused on La Prairie's caviar science, design and indulgence will tell the story of The Masterpiece Remastered."

Swiss skincare label La Prairie also tapped a trio of makeup artists to help it launch its new foundation.

Skin Caviar Essence-in-Foundation is the first compact foundation with caviar water infused. Reflecting its skincare focus, La Prairie debuted its makeup with tips and tricks that center on perfecting skin before applying cosmetics ([see story](#)).

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