

FRAGRANCE AND PERSONAL CARE

La Prairie backs glacier research in show of Swiss solidarity

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La Prairie is supporting ETH Zurich's glacier research. Image courtesy of La Prairie

By STAFF REPORTS

Swiss skincare label La Prairie is showing support for its home country's environment by donating to the Glaciology Section at ETH Zurich.

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Due to climate change, the glaciers in Switzerland are melting, which is a compound problem that is leading to rising sea levels and less availability of ice-derived water. La Prairie is contributing to ETH Zurich in the hopes that the researchers can discover solutions to protect the glaciers.

"We are very honored to support ETH with this donation," said Patrick Rasquinet, CEO of La Prairie, in a statement. "Their pioneering work in the field of climate studies, glaciology and environmental conservation is in line with La Prairie's overarching value of Swissness a value centered on excellence and innovation and its heritage of applying scientific advancements to the preservation of natural beauty.

"We firmly believe that it is essential to support and encourage academics working in the field of environmental research in order to protect not only the natural beauty of La Prairie's birthplace, but to preserve its resources for generations to come," he said.

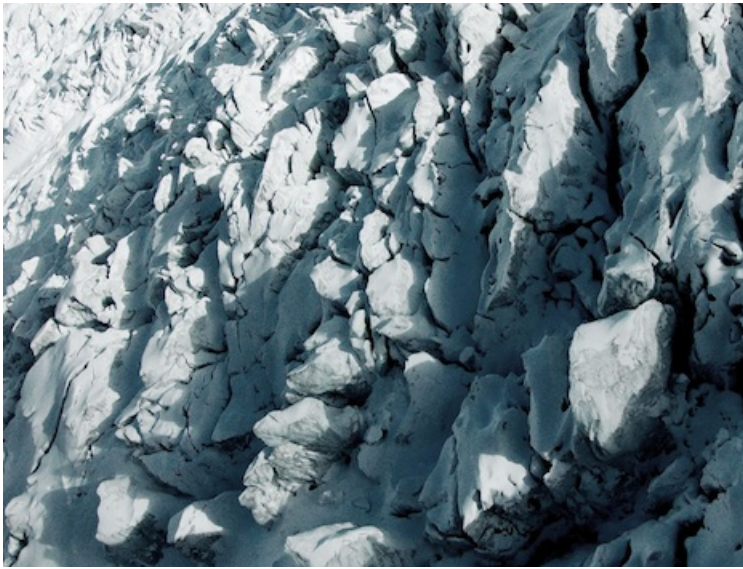
Glacial giving

For its contribution, La Prairie worked with the ETH Foundation, which partners with companies and organizations to support both academics and research at the university.

ETH Zurich is a top ranked STEM college. Its glacier research is breaking down the movement of the ice structures, looking at where they have come from and where they will likely be in the future.

The scientists are also examining the glaciers both as a whole and on the level of an ice crystal.

"This knowledge is not only essential to quantify and understand ongoing changes, but also to design and plan strategies for mitigating and adapting to changes yet to come," said Professor Dr. Daniel Farinotti, head of the Glaciology Section at ETH, in a statement. "La Prairie's support is a welcome contribution to our efforts."



La Prairie is giving to ETH Zurich's research. Image courtesy of La Prairie

La Prairie announced its support of ETH Zurich on Aug. 1, Swiss National Day.

Science also plays a role in La Prairie's product development and marketing.

La Prairie merged marketing, beauty and science together for an innovative twist on a previous product.

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 ([see story](#)).

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