

FRAGRANCE AND PERSONAL CARE

Valmont introduces \$1,000 face cream

April 19, 2021



Valmont has introduced the \$1,000 Creme Merveilleuse to its l'Elixir des Glaciers line. Image courtesy of Valmont

By LUXURY DAILY NEWS SERVICE

Swiss beauty brand Valmont has unveiled the newest additions to its l'Elixir des Glaciers offerings, as the maison continues to highlight its ultra-luxury skincare.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Valmont's newest Essence of Gold Sturgeon collection uses rare, ethically-sourced sturgeon DNA to create highly concentrated products that can simplify robust skincare routines. Across the fragrance and personal care sector, skincare sales have been outpacing cosmetics as consumers invest in maintaining their natural beauty as opportunities for full makeup looks remain limited.

Gold standard

Valmont Group's brand pillars include Valmont skincare, Storie Veneziane fragrances and l'Elixir des Glaciers skincare, which debuted 20 years ago. Most of the line's products have used triple-patented salmon DNA, but the new collection relies on DNA from Oстера sturgeon instead.

"From the beginning, the l'Elixir des Glaciers collection has embraced natural resources and cutting-edge cellular cosmetic technology to deliver advanced formulas through plant extracts, honey borrowed from the beehive, glacial spring water and more," said Sophie Guillon, CEO of Valmont, in a statement. "The new Essence of Gold Sturgeon collection continues to tap into mother nature's treasures by embracing precious ingredients from the marine world, providing immediate skin benefits like no other."

Valmont global education director Lisa Mammeri discusses Essence of Gold Sturgeon

The Essence of Gold Sturgeon collection, which was developed over the course of five years, includes a pre-serum and regenerative face cream. According to Valmont, the sturgeon DNA helps restore skin's elasticity, reinforce skin density and soothes discoloration for glowing skin.

The Fluide Merveilleux, priced at \$360 for 100 ml, is meant to be applied first, both in the morning and evening.

This is followed by Valmont's newest and most prestigious product, the Creme Merveilleuse. Priced at \$1,000 for 50 ml or 1.7 oz, the face cream aims to replace the benefits of an entire skincare routine with one single, luxurious product.

By comparison, the iconic La Mer moisturizer is priced at \$345 for 2 oz. or \$2,475 for a supersized 16.5 oz jar.

Skincare has become the new self-care as COVID-19 has taken a physical toll on people increased levels of stress, lack of Vitamin D and mask-induced acne, to name a few instances.

According to a study from Spark Ideas, female luxury consumers have created at-home spas, experimented with new beauty brands and treatments and have even invited aestheticians to their homes. Women seem to be pulling back on cosmetic maintenance and emphasizing natural care ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.