

L.RAPHAEL DEBUTS TWO EXCITING INNOVATIONS AT THE 72ND CANNES FILM FESTIVAL 2019

May 16, 2019 – Every year like a rite of Spring, L.RAPHAEL unveils new innovations at the Cannes Film Festival. Celebrities, film makers and VIPs from around the world gather on the French Riviera to attend this prestigious film festival, and in-the-know guests make sure appointments are booked in advance at L.RAPHAEL's Beauty Spa at Hotel Martinez to get red-carpet-ready for this see-and-be-seen event.

An exciting who's-who of celebrities and VIPs who are loyal fans of the brand will attend L.RAPHAEL's festival event hosted by President Ronit Raphael who founded L.RAPHAEL over a decade ago and the brand's head of research, Professor Paolo Giacomoni.

ABOUT L.RAPHAEL - THE SCIENCE OF BEAUTY

Based in Switzerland, L.RAPHAEL is not only a five-star service beauty brand, it's also at the forefront of the skincare technology, R&D and science of anti-aging. Through the years, L.RAPHAEL has revolutionized the beauty industry by first developing the Seven Foundations of Beauty, a holistic approach that today is common and adopted by all. Then, it's the first brand to offer comprehensive services dedicated to beauty under one roof in its spas around the world (which include but are not limited to L.RAPHAEL exclusive treatments and technology, sports and relaxation, micro-nutrition, medical services, etc.). Therefore it's with no surprise that L.RAPHAEL will again launch in 2019, not one but 2 breakthrough innovations. As a pioneer of 'the science of beauty,' L.RAPHAEL is committed to scientific research and technology using high pressured oxygen, ultrasound and anti-gravity therapies with results-driven formulations made from the highest quality ingredients. The brand's advanced-technology enables active ingredients to penetrate deep beneath the skin's surface where they are most effective in stimulating collagen production that dramatically reverses the signs of aging. With this in mind, every treatment is uniquely designed to reinvigorate the senses and restore peace of mind, while producing scientifically advanced, long-lasting skincare benefits.

L.RAPHAEL's collection of luxury spas are found in some of the world's most sought after locations including Geneva on the prestigious Rue du Rhone, in Cannes at the Hotel Martinez, in New York at the Four Seasons, in Beverly Hills at the Montage and in Jaffa, the Luxury Collection Hotel. Much more than a spa, product or treatment, L.RAPHAEL is a path to a healthier, more balanced lifestyle that helps capture the unmistakable look and feel of lasting, youthful vitality.

Diamond Powder Mask
By L.RAPHAEL for Chopard

**A DIAMOND POWDER MASK BY L.RAPHAEL FOR CHOPARD IN
LIMITED EDITION
FOR THE CANNES FILM FESTIVAL 2019**

“What is very special for me this year is sharing the creation of our limited edition Diamond Powder Mask with Mrs Caroline Scheufele, the Artistic Director and Co-President of Chopard, who has provided the diamond powder,” said Ronit Raphael. “This marks the first time a luxury jewelry brand has collaborated with a luxury beauty brand.”

The new Diamond Powder Mask provides immediate, red-carpet-ready results thanks to the glowing power of Chopard's diamond powder, and the long-term benefits of L.RAPHAEL's anti-aging Cure-C nutraceuticals.

Diamonds are the strongest material on earth and diamond powder is a highly effective exfoliating ingredient that removes dead cells from the skin's upper layer allowing for better penetration of an active ingredients.

The diamond powder gives the skin an instant glow, while Cure-C's scientifically-proven formulation feeds the skin cells with potent ingredients and nutrients that produce lasting, anti-aging benefits including:

- Boosts collagen production
- Fewer fine lines and wrinkles
- Minimized pores
- Potent anti-oxidant protection
- Reduced UV-induced cell and DNA damage
- Healthier, rejuvenated skin
- Exceptional brightening effect
- Reduce pigmentation and unifies the skin

“It's the perfect mask to prepare your skin and show-off your perfect glow on the red carpet,” says Ronit Raphael.

GREEN CAVIAR OXYGEN Treatment and skincare collection

L.RAPHAEL IS PROUD TO BE THE FIRST BRAND TO LAUNCH A NEW HIGHLY EFFECTIVE SKIN TREATMENT AND AN ENTIRE SKINCARE COLLECTION THAT HOLDS THE BENEFITS OF GREEN CAVIAR AND OXYGEN COMBINED.

L.RAPHAEL's latest innovation, Green Caviar Oxygen is being launched as a treatment and skincare collection developed from extensive scientific research based on the benefits of Green Caviar found in Okinawa, Japan. Instead of caviar eggs farmed from endangered fish in the Caspian Sea, L.RAPHAEL's Green Caviar Oxygen contains the micro algae.

The POWERFUL BENEFITS OF GREEN CAVIAR from Okinawa, NIACINAMIDE, LEC-40 & Oxygen

Scientific studies show that Green Caviar's unique, dermatological benefits include:

- potent, positive, physical effects on skin cells
- anti-oxidant activity that counteracts free radicals
- strengthening of the base membrane of skin cells by stimulating production of essential proteins, including Laminin-5 and Collagen IV

"Once we learned about Green Caviar's cellular and structural effects - a window of opportunities was opened, and enabled us to develop both treatment and products that provide consumer benefits based on this natural phenomenon." - Prof. Paolo Giacomoni

The POWERFUL BENEFITS OF OXYGEN

When skin becomes dryer, thinner, it begins to show small folds, wrinkles and spots, and it loses its elasticity. The skin becomes more vulnerable to early aging processes, and signs of age are visible. L.RAPHAEL's R&D Team found a way to help the cells have more energy by facilitating the consumption of oxygen, thanks to a special protein.

Scientific studies show that some of the benefits include:

- boosts collagen production
- detoxifies the skin
- speeds up cell production
- moisturizes skin

GREEN CAVIAR OXYGEN

Made with highly effective ingredients:

Green Caviar – stimulates production of Laminin-5 and Collagen IV, essential proteins that enforce the attachment between the epidermis and dermis to firm skin and improve elasticity

Niacinamide (Vitamin B3) – stimulates oxygen consumption to energize the cells of the epidermis which improves skin metabolism, preserves hydration and produces a tightening effect that smooths and strengthens the skin's surface

LEC-40 – based on Lecithin, this L.RAPHAEL proprietary ingredient is a carrier that facilitates the penetration of active ingredients including retinol (vitamin A), vitamin E and omega 3 fatty acids into cell membranes to rejuvenate and nourish the skin

GREEN CAVIAR OXYGEN SKINCARE COLLECTION

This new skincare collection delivers scientifically-proven benefits of Green Caviar, Niacinamide and LEC-40.

Green Caviar Oxygen - Rich Cream

Includes an extract from the leaf of a non-caffeinated coffee plant that works to prevent fat delocalization which causes a double chin.

Green Caviar Oxygen - Mask

Contains a leaf extract that induces enzymes to produce hyaluronic acid and ceramides that help hydrate and protect the skin from pollutants and irritants.

Green Caviar Oxygen- Ampoule

Made with softening and astringent ingredients with antiseptic and purifying properties.

Green Caviar Oxygen - Eyes, Lips & Neck

Uses hibiscus extract to help strengthen the skin, preserve hydration and increase production of Laminin-5, a protein that optimizes skin health.

OXY GREEN CAVIAR TREATMENT

The Oxy Green Caviar Treatment maximizes the benefits of the Green Caviar Oxygen skincare line as it is used in combination with the Oxy-Jet technology for deeper penetration of the active ingredients. L.RAPHAEL's Oxy-Jet technology consists of spraying pure oxygen combined with microscopic drops of physiological water in a precise, controlled and pleasant operation, by high-speed jet pressure. The jet pressure slaps the skin and causes a controlled and precise peeling, so as to remove the upper layers of the epidermis. Introducing pure oxygen into the skin inside microscopic droplets (which act as vesicles for carrying the oxygen and all other ingredients) that form available oxygen reservoirs. The Oxy-Jet technology facilitates penetration of the Green Caviar, Niacinamide and LEC-40.

The revolutionary Oxy Green Caviar treatment will provide you immediate results. The skin looks younger and functions like younger skin. The skin has a uniform texture and shade. The skin glows, is fresh and has a denser and more solid texture with an increase in the level of skin moisture. This treatment will unify the texture, to obtain a skin that is smooth and velvety to the touch. It will give you a fairer and more uniform skin, and reduce sun and age spots. It will also accelerate the pace and rate of regeneration of the cells and tissues. It will improve the metabolism and toxin removal systems in the skin cells and the skin's natural repair systems. Saturating the skin with moisture and maintaining an optimum level of moisture over the long-term for a healthy, radiant look. Over the time the skin is more lifter, stretched, tighter and firmer.

"We are excited to introduce both the Oxy Green Caviar treatment and the Green Caviar Oxygen Skincare Collection simultaneously this year at the festival," said L.RAPHAEL President & Founder, Ronit Raphael. "Usually there is 1-2 years between the launch of a new treatment and its corresponding skincare line. We are so pleased to offer both at the same time so the benefits of this innovative treatment can be enhanced with use of the skincare line at home. "

ABOUT L.RAPHAEL BEAUTY SPA AT HOTEL MARTINEZ IN CANNES

Located in Cannes on the 7th floor of the Hotel Martinez, the L.RAPHAEL Beauty Spa is a tranquil haven specializing in the pursuit of beautification, rejuvenation and the art of relaxation. Guests at the hotel are invited to experience the elegant, state-of-the-art 900 m² Beauty Spa with 10 treatment rooms and a hair salon. Skilled therapists provide relaxing massages, salon services and L.RAPHAEL's scientifically-based, signature beauty treatments that make guests red-carpet-ready. Guests are invited to discover L. RAPHAEL's relaxing rituals, enjoy the sauna, or bask in the sun on the spa's private terrace while enjoying luxury service and the captivating beauty of the Cote d'Azur.