

SINGAPORE

# ELLE

HOW TO CONQUER THE GREAT SINGAPORE SALE

JUNE 2009

**DENIM SPECIAL**

**CURVY, SKINNY OR PETITE?**  
12 JEANS TO SUIT ANY FIGURE

**EXPOSED!**  
COVER GIRL DREW'S NEW DARK SIDE

**RUNWAY TO REALWAY**  
HIGH FASHION STYLE, HIGH STREET PRICES

# DARE TO BARE

FROM KISSABLE SKIN TO RED-HOT NAILS — GORGEOUS IS EASY THIS SUMMER!

WHY *EVERY* WOMAN SHOULD OWN A BIKINI

**FIRST EVER!**

ELLE BEAUTY IT LIST  
**55**  
OF THE BEST PRODUCTS

**ECO SPECIAL**

ARE YOU A SCUPPIE?  
**THE FILM YOU NEED TO WATCH**  
DICAPRIO'S GREEN MISSION



8 887457 031908 >  
JUNE 2009 \$6.00 (INCL GST)



## JOIN THE CLUB

Looking beautiful has just gotten easier with the inaugural Lancaster loyalty programme — You and Lancaster. Just buy \$150 worth of Lancaster products to enrol, and you'll be immediately rewarded with a \$10 welcome voucher and a complimentary basic skincare 101 workshop. But what we love best is that every \$1 spent equates to one point, making future product redemptions a breeze.

For more information, visit your nearest Lancaster counter.



## LET'S GET PHYSICAL

Exercising just got a lot easier at the new Amore Living. This unique concept store offers a wide range of holistic wellness and fitness programs, from energetic aerobic classes to fun aquatic activities held at the elevated outdoor pool and engaging workouts at the rooftop garden. And when you're done, why not pamper yourself with an acupressure massage or facial at the in-house spa? But what we like best is that this is one place for you, your man and even your kids with activities for everyone — it's a one-stop wellness centre that you and your family will enjoy.

For more information, visit Amore Living at #05-18, Tampines 1.

## SPOTLIGHT

### LA PRAIRIE CELLULAR CREAM PLATINUM RARE

Louise Richards, the international public relations director of La Prairie sheds light on the skin-energising power of pure platinum.

#### How did La Prairie decide on the use of platinum?

**Louise Richards:** Platinum is such a rare metal that it takes 10 tonnes of ore to produce a single ounce. It was extremely expensive to develop and produce the cream, but it's meant for women who only want the best for their skin, barring no expense. However, we would not develop a product unless it has proven efficacy. A partner research and development laboratory in Zurich did in-vitro testing and found that platinum had an effect on the skin. Following this, La Prairie laboratories did further testing to perfect the synergy of the platinum with other ingredients and to obtain optimum texture and of course efficiency.



#### How does platinum help the skin?

**LR:** In this cream, negatively-charged platinum has been suspended in water (Colloidal Platinum Water), which helps re-balance the electrical charges in our skin by creating a buffer zone, similar to that found in young, healthy skin. The electrical balance is really important as it retains moisture for optimal hydration and allows nutrients that our skin needs to flow freely

through our cells. It also allows waste to be efficiently discharged.

#### What other new technology is used in this cream?

**LR:** The cream uses a climate-activated moisture matrix, which helps keep the skin hydrated for a longer period of time. It is perfect for any weather as it adjusts to changing temperatures and humidity, releasing moisture only when needed. So when you walk from the hot and humid outdoors into a dry, air-conditioned building, the Cellular Cream Platinum Rare releases the moisture droplets that it has been retaining. The cream also uses hesperiden smart crystals, which employ a super-saturation technology, where the carrier of the ingredient is made up of the same material, so you get 100 per cent ingredient purity, to protect the cell nucleus against DNA damage, so complexion looks fresh and youthful.

La Prairie Cellular Cream Platinum Rare, \$1,710, is available at La Prairie counters.