

TEXT ON PAGE 005

DEVOIRS DE BEAUTÉ

N°1 DE CHANEL

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of the products used in their daily routines. With innovation and transparency in mind, Chanel has assembled a team of experts who combine traditional knowledge with modern science to create the products of this line.

The Revitalizing Serum-In-Mist, presented as part of the N°1 Family, is designed to provide vitality and a glowing complexion to the skin. The mist format helps to ensure that the serum is evenly distributed across the skin, providing a more thorough and effective treatment. Up to 97% of the ingredients used in the formula are derived from natural sources carefully selected for their ability to provide a range of benefits to the skin, from improving elasticity to reducing the appearance of fine lines and wrinkles. Its formula is conceived to prevent and correct ceptional know-how around the science and creation of their products. This means having revolutionary solutions to many of the concerns surrounding skin health today, such as pollution, stress, and sun protection. Chanel's teams have worked to create a Bi-phase formula of mist, which allows for a high concentration of red camellia extract, proven to effectively protect the skin from pollution, leaving it more comfortable and luminous.

The serum also provides a sensory experience, which is the result of a combination of an aqueous phase and a non-greasy oil phase that delivers a gentle and lightweight fine mist that awakens the senses. This unique feeling is the product of extensive research by Chanel's team of experts, blending experience with high



photogrpahy courtesy of CHANEI

the appearance of the five signs of aging (Crow's Feet, Dark Spots, Fine Lines, Dullness and fatique).

The increasing interest of customers in selfcare products has resulted in the innovation of techniques and the search for more efficient ingredients. In this quest for natural organic products, Chanel has found in The Camellia all the components to increase the skin's defenses and preserve the youth of cells. The Camellias, emblematic flowers of Chanel, are cultivated in the Southwest of France, where more than 2,000 species can be found. However, after extensive research, Chanel discovered that the Camellia Alba Plena variety contains hydrating molecules. As Coco Chanel's favorite flower, the brand adopted it as a symbol of luxury and vitality, and today it is used to create the N°1 line, thanks to its potent ingredients and benefits to the skin.

Drawing inspiration from the flower's resilience against winter frosts, the Revitalizing Serum-In-Mist not only offers comfort and radiance to the skin but also provides a refreshed look. The Camellia, used in a larger range of beauty products of the label, such as face creams, lip balms, foundations, and fragrances, is known for its ability to reduce the impacts of aging and for optimizing cellular health.

As skincare routines become an important ritual for men and women alike, brands are presented with endless possibilities to prove ex-

quality. Its effects can be seen when applied to bare skin or over makeup, thanks to the fact that it is enriched with protective oil and refreshing camellia water, enhancing the complexion's radiance and refreshing makeup.

As part of the new generation of products, this serum proves to be an innovative creation that blends luxury, know-how, and intensive research, which represents the cutting edge of skincare technology, showcasing Chanel's capacity to reinvent and adapt to modern needs and times.

CHANEL N°1 REVITALIZING SERUM-IN-MIST

TEXT CAROLINA BENJUMEA

DESIGNED TO ENHANCE 016 NATURAL BEAUTY, THE NEW RANGE OF SKINCARE, CHANEL N°1, HAS OPENED A NEW WAY TO THE LUXURY SKINCARE INDUSTRY BASED ON INNOVATION.

After launching N°5 as the biggest and most popular fragrance of the Maison over 100 years ago and turning it into a legendary scent, the brand is now focusing its efforts on the N°1, a line that combines skincare and makeup. The N°1 range includes products such as a powder-mousse cleanser, serum mist, skin-perfecting foundation, lip and cheek balms and fragrance mist.

By introducing new codes and high standards, N°1 de Chanel has achieved a high level of eco-responsibility by minimizing its environmental impact through sustainably developed formulas and creating environmentally sound packaging for a reduced carbon footprint. Despite this, every product maintains elegance, know-how, and performance at its core, demonstrating Chanel's commitment to excellence and attention to detail.

The skincare line introduced in 2022 is redefining skincare codes. The French House has taken a natural and luxurious approach to its products, using only ingredients carefully sourced and by controlling every step of the creation process, putting together a line that is both effective and gentle to the skin. Its commitment to transparency and authenticity responds to recent consumers' concerns about the origin

«AS COCO CHANEL'S FAVORITE FLOWER. THE BRAND ADOPTED THE CAMELLIA AS A SYMBOL OF LUXURY AND VITALITY.»