

# House of Fraser Announce Online Availability Of La Prairie

HOUSE OF FRASER

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House of Fraser has announced that, prestigious beauty brand, La Prairie, is now available to buy online at [houseoffraser.co.uk](http://houseoffraser.co.uk).

La Prairie skincare gives the skin an incomparable soft splendour from the moment of application. Customers can find [La Prairie makeup](#), skincare and fragrance collections online at House of Fraser, including the Advanced Marine Biology range, Radiance and Anti-aging collections as well as Skin Caviar and the new Platinum range.

The extremely popular Advanced Marine Biology Cream combines five deep-sea extracts in a protective treatment that both women and men can use to counteract the earliest signs of aging.

[La Prairie](#) has formulated Cellular Cream Platinum Rare with a unique complex of active ingredients including peptides, vitamins and antioxidants. These work in synergy to reduce the visibility of lines and wrinkles, with a noticeable improvement in the skin's resilience and the restoration of youthful tone and texture.

The Anti-Aging Anti-Wrinkle Eye Line Filler is the latest addition to the La Prairie Anti-Aging Collection. It plumps the skin, instantly filling in lines and smoothing out wrinkles. A non-invasive extract, derived from trees grown in India, the eye liner filler increases tissue volume by boosting adipocyte (fat) storage in depressed areas of the skin to even out its surface. It rebuilds and re-organises the skin, improving the skin's overall tone and texture. Customers can finish their skin-perfecting regime with Anti-Aging Eye Cream SPF 15, the perfect

partner to the Anti-Aging Anti-Wrinkle Eye Line Filler. The cream will intensely hydrate the delicate skin around the eyes.

Customers can shop online at House of Fraser to purchase [La Prairie skincare](#) products and have them delivered direct to any address in the UK mainland (terms and conditions apply).

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**About House of Fraser**

House of Fraser is a department store group with 62 enviable locations across the UK and Ireland and a fully transactional website. As one of the best known names on the high street, House of Fraser has presented customers with an unrivalled nationwide department store for more than 160 years. The company was acquired by the Highland consortium in November 2006 marking the beginning an exciting new chapter in its history. The group has annual sales in excess of £1.25bn and employs 6,500 House of Fraser staff and 10,000 concession staff through 5 million sq ft of selling space. Be sure to look through the [La Prairie Skin Caviar Collection](#) at House of Fraser online.

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