

DECORTÉ

DECORTÉ Liposome Advanced Repair Lip Serum Has Won the Prestigious 2024 ELLE Future of Beauty Award
The Must-Have Skincare Product and Gift for the Holiday Season



NEW YORK, November 12, 2024. DECORTÉ, Japan's leading prestige beauty brand, has won one of the beauty industry's most coveted awards, the 2024 ELLE Future of Beauty Award, for its latest skincare innovation, **Liposome Advanced Repair Lip Serum**. The brand continues to be a pioneer in liposome research, cutting edge dermatological research and new technologies. The lip serum joins the bestselling Liposome Advanced Repair collection that embodies the best of Japanese beauty. The Liposome Advanced Repair Serum was also a winner of this award in 2022.

The lip serum is inspired by over 40 years of liposome research and features advancements in the brand's proprietary liposome technology. The team of scientists conducted extensive research into the characteristics of lips and developed a new multilayered bioliposome. These new microcapsules with a size of approximately 0.1-0.3 microns can effectively penetrate deep into the stratum corneum and release skin nurturing and repairing ingredients over a 24-hour period.

Proven ingredients include Ceramides, Hyaluronic Acid, Vitamin E, Squalane, and the brand's signature ingredient, Shirakaba Water, tapped from the renowned White Birch trees in the Hokkaido region of Northern Japan. It is harvested only four weeks of the year when the snow begins to melt and is rich in natural minerals, enzymes and amino acids that help to nourish skin and protect the skin barrier.

The colorless soft balm-to-serum formula immerses lips in long lasting hydration. With a single application (100 billion liposomes), the ingredients are instantly transported and released to where they are needed most to help with dryness, roughness, lack of elasticity and dullness. Lips feel softer, smoother with a vibrant, healthy glow.

Hypoallergenic formula. Allergy tested. Dermatologically tested. Fragrance-free.

The Packaging: Environmentally friendly made from glass with a plant-based resin cap. FSC-certified paper carton.

Availability: [DECORTÉ](#)

Suggested Retail Price: \$80.00

Media Contact: CeCe Coffin cece@koseamerica.com

About DECORTÉ:

DECORTÉ, the global prestige cosmetics brand from KOSÉ Corporation, is Japan's best-kept beauty secret. Beloved by millions, the brand embodies the best of Japanese beauty, emphasizing superior technology, sensorial textures, and radiant beauty. In 1970, Kozaburo Kobayashi founded DECORTÉ with a vision to create extraordinary products achieved by balancing art and science with tradition and innovation. The brand is a pioneer in cutting-edge dermatological research and skincare technologies incorporating regenerative medicine to achieve remarkable results.