

MIA PRIMA

Take control of the future of your skin

Clarisonic secured its spot as the #1 at-home beauty device in the US when it invented the sonic cleansing category over a decade ago with its patented devices that have become the unparalleled gold standard in skincare. Now, Clarisonic introduces a newly redesigned cleansing device – the NEW Mia Prima.

DEVICE OVERVIEW

The optimal device for daily cleansing, the new Mia Prima is powered by Clarisonic's patented sonic technology, clinically proven to cleanse skin 6x better than hands alone and remove long-wear makeup 89% better than wipes. The device's new design offers a simplistic, effective approach to daily cleansing with a one-button control and a single 60-second Daily Cleanse mode, suitable for all skin types.

MSRP \$99

LONGEVITY

60

USES PER CHARGE

COLORS



WHITE



BRIGHT PINK

WATERPROOF



SUBMERGE AWAY

ABOUT CLARISONIC

Clarisonic invented sonic skin cleansing in 2004 and today has sold over 15 million of its patented – and much loved – devices that help to reveal healthy, younger-looking skin. Available in over 50 countries around the world, Clarisonic's mission is to beautifully transform skin and it does that by cleansing skin 6X better than hands alone. Gentle enough for twice-a-day use, Clarisonic devices are the #1 most recommended by US dermatologists. Clarisonic's award-winning devices are distributed through dermatologists, cosmetic surgeons, spas, prestige retailers and online at Clarisonic.com. Clarisonic is part of the L'Oréal Group.

*Based on 2018 survey of 600 US dermatologists who recommend cleansing devices

ONE MODE
ONE ACTION
ONE MINUTE



DEVICE SPECS

Designed by Ammunition Group – the innovators behind Beats by Dre, Adobe and Polaroid – the device's new look features a waterproof universal handle, perfectly designed for all face shapes, contours, and to comfortably fit all hand sizes.

A unique, compact charger magnetically attaches to the handle.

- SOFT START feature allows for easy acclimation to cleansing routines. This automatic setting starts any cleansing mode at 80% power on the first use and will then gradually climb to full power after two weeks of use.

- New Daily Radiance and Sensitive brush heads feature a brush head indicator, notifying the user when it's time to replace.

- Compatible with all existing cleansing brush heads as well as Clarisonic's new cleansing additions – Daily Radiance and Sensitive.