



Embrace the Warmth of Spring 2024 with
#PEACHMAKEUP

A Trend That's More Than Just a Color



We are proud to unveil a trend that goes beyond beauty norms and enters the realm of emotional expression and unity. Join us in embracing and sharing the uplifting spirit of peachy hues this spring. Let's foster hope and positivity.

Introducing the collaborative endeavor of esteemed brands under the prestigious umbrella of The Estée Lauder Companies, Peach Makeup emerges as a symbol of unity and innovation. Inspired by the timeless allure of peach tones, a universal fascination that transcends conventional boundaries, this trend embodies a fusion of elegance and vibrancy, aimed at instilling feelings of tranquility, delight, and exuberance.

THE POWER OF PEACH

Peach transcends its chromatic essence to embody a spectrum of emotions, from warmth to tenderness. In embracing the essence of peach within our cosmetic rituals, we tap into a reservoir of comfort and serenity.

PEOPLE TO SHARE THEIR OWN STORY

Delve into the realm of Peach Makeup and discover an array of meticulously crafted products designed to elevate your beauty routine.

- **Clinique Cheek Pop in Peach Pop (€29):** Experience the sheer delight of this blush, which not only adds luminosity to your complexion but also infuses it with a radiant, rosy hue, igniting a sense of joy with every application.
- **M.A.C Cosmetics Extra Dimension Blush in Just A Pinch (€39):** Indulge in the luxurious texture and iridescent finish of this blush, offering a subtle yet striking flush of warmth, epitomizing sophistication and elegance.
- **Bobbi Brown Long-Wear Cream Eyeshadow Stick in Golden Amber (€38):** Command attention with this versatile eyeshadow stick, empowering you to create bold, mesmerizing looks with ease, enhancing your natural allure with every stroke.
- **Estée Lauder Pure Color Revitalizing Crystal Balm in Cosmic Crystal (€44):** Embrace tenderness and allure with this nourishing balm enriched with the delicate essence of peach, delivering a sheer wash of color and hydration, leaving your lips feeling soft, supple, and utterly irresistible.
- **M.A.C Cosmetics Squirt Plumping Gloss in Hazard (€27):** Luxuriate in the opulence of this plumping gloss, adding a dewy, rosy glow to your lips, inviting all to witness the transformative power of Peach Makeup.
- **Too Faced Cloud Crush Blush in Tequila Sunset (€33):** Impart a dewy, rosy glow with this blush, embracing the captivating allure of Peach Makeup.
- **Estée Lauder Pure Color Envy Sculpting Blush in Peach Passion (€55):** Embrace the captivating allure of this blush, inviting all to witness the transformative power of Peach Makeup.
- **Clinique Chubby Stick in Mega Melon (€27):** Infuse your lips with a luscious, peachy hue that effortlessly enhances their natural beauty, imparting a radiant finish for a look that exudes timeless elegance.
- **M.A.C Cosmetics Lip Pencil in Stone (€27):** Embrace the allure of this lush, peachy hue as you adorn your lips, creating a mesmerizing combination that embodies the essence of timeless beauty and allure.

BEAUTY KNOWS NO BOUNDARIES

Peach Makeup transcends cultural and gender barriers, uniting individuals from diverse backgrounds in a shared passion for beauty and self-expression. Embrace the #PEACHMAKEUP, celebrating the mosaic of stories and perspectives it embodies.

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