

ESTÉE LAUDER

NEW FUTURIST SOFT TOUCH BRIGHTENING SKINCEALER

Concealer Meets Brightening Eye Cream
Launching in February 2024



Estée Lauder introduces the NEW Futurist Soft Touch Brightening Skincealer. More to this concealer than meets the eye, the multi-functional, skin-loving formula instantly brightens and smooths undereye areas while enhancing your skin – even after you remove it. With instant medium buildable coverage, Futurist Soft Touch Brightening Skincealer delivers 24-hour moisture and 12-hour radiance plus long-term skincare benefits.

THE SCIENCE BEHIND THE GLOW

- **BRIGHTEN:** Vitamin C Brightening Complex helps diminish the look of current undereye circles and reduces the production of discoloration.
- **HYDRATE:** HydraLast Complex with dual molecular weight hyaluronic acid retains moisture on the surface of the skin and provides hydration deeper in the surface, plus algae extract plumps skin with lasting hydration immediately and over time.
- **FIRM:** Tri-Firming Complex works to support skin's structure by contributing to skin's natural collagen. As a result, skin is firmer, looks more resilient, and lines and wrinkles are reduced.

HIGH-PERFORMANCE MAKEUP

- Medium-full coverage
- Soft Radiant finish
- 12H radiance
- 12H long wear
- 12H non-streaking, non-caking, non-poring
- 12H crease-resistant and settle-resistant
- 12H color-true
- Water-resistant
- Available in 7 Shades

SKIN-LOVING BENEFITS

- Instant, all day and 24H hydration
- After 1 week: Improved hydration and radiance
- After 4 weeks: Firmer under eye area; reduced look of fine lines and dark circles
- After 8 weeks: Undereye skin looks more radiant; reduced crepiness in eye area
- After 12 weeks: Smoother under eye area

SENSORIAL & ERGONOMIC APPLICATOR

Futurist Soft Touch Brightening Skincealer has a versatile pillowy soft doe-foot applicator for an even, flawless application.

- Precision cushion tip gently applies to undereye and small areas of the face.
- Rounded side mimics fingertip to blend and spread formula evenly all over contours of the face.

Availability: Estée Lauder Futurist Soft Touch Brightening Skincealer is available at all points of sale as of February 2024 for a suggested price of €38 in 7 different shades.



Press Contacts: For more information or to request images or samples please contact Tara van Moorsel – tara@mmbsy.com.