

ÉSTÉE LAUDER'S REVITALIZING SUPREME+ COLLECTON

Empower Skin's Potential with Multi-Action Moisturizers featuring Exclusive Hibiscus Morning Bloom Extract and Exclusive Moringa Extract

Estée Lauder Revitalizing Supreme+ Collection powered by the latest in anti-aging technology builds on years of research in skin anti-aging, the collection features Hibiscus Morning Bloom extract, a bioactive plant extract with remarkable collagen power to help skin feel firmer and look more lifted. Hibiscus Morning Bloom extract also helps amplify the benefits of Estée Lauder's exclusive Moringa extract and powerful Collagen Boosting Technology.

Revitalizing Supreme + moisturizers reveal a more lifted look in three key facial zones - cheeks, nasolabial folds and jawline - leaving facial contours looking more sculpted and defined. Skin feels significantly firmer, with improved density and elasticity, and the look of wrinkles and lines - including neck lines - is reduced.

The beloved silky-soft textures absorb quickly and leave skin feeling comfortable and supple, its barrier strengthened. Skin looks radiant and springs back with new bounce, while feeling deeply nourished hydration, and over time, appearing smoother and more youthful. Key ingredients and technologies in Revitalizing Supreme+ have 15 patents worldwide and are patented until 2037. The Revitalizing Supreme+ Collection is now repacked in sleek recyclable glass packaging that is also refillable.

KEY INGREDIENTS

Exclusive **Hibiscus Morning Bloom** harnesses the power of nature to help skin boost natural collagen. The extract comes from hand-selected hibiscus sinensis flowers that are specifically harvested in the morning when their natural anti-aging properties are at their peak.

Exclusive Moringa Extract is a powerful extract which helps "turn on" multiple skin anti-aging pathways, including helping neutralize free radicals that cause visible aging. Developed in partnership with internationally renowned plant biologist, Dr. Ilya Raskin of Rutgers University, this Moringa extract is exclusive to Estée Lauder and derived from the nutritionally dense seeds of the Moringa Oleifera species through a patented extraction process.

Collagen-Boosting Technology was developed by Estée Lauder scientists to help support skin's natural collagen, which helps rebuild skin firmness. This complex combines Acetyl-hexapeptide-8, plus a marine algae extract and whey protein.

KEY BENEFITS

Lifting + Firming: Estée Lauder research showed that when **Hibiscus Morning Bloom extract** is combined with **Moringa Extract + Collagen-Boosting Technology**, skin's **natural collagen** production is boosted by **10x after 4 days**. Revitalizing Supreme+ cremes help restore skin's natural firmness, elasticity, and bounce and now reveal more sculpted looking facial contours and more lifted looking skin in three key zones: cheeks, nasolabial folds and jawline. Lines and wrinkles are significantly diminished for a smoother look and for the first time, neck lines appear reduced.

Healthy Radiance: Skin springs back with new bounce and glows with renewed vitality. A healthy radiance is restored, skin's texture looks more refined and feels smooth as the cremes help support natural cell turnover.

Barrier Strength + Hydration: The Revitalizing Supreme+ formulas deeply nourish and strengthen the skin's barrier to help seal in moisture, providing lasting hydration. Formulated with anti-oxidant protection, skin feels calm and comforted with every application.

THE COLLECTION:

NEW Revitalizing Supreme + Upgrade Youth Power Creme Broad Spectrum SPF 25 50ml

suggested retail price € 123, available in ALL points of sale as of March 2024

This creme now includes broad-spectrum **SPF 25** to protect skin from UVA/UVB rays, which can accelerate signs of aging such as lines, spots, and uneven tone. Featuring exclusive and responsibly sourced **Moringa Extract and Hibiscus Morning Bloom Extract**, this high-performance creme significantly improves **firmness, density and elasticity** for a more lifted look.

Appropriate for all skin types. Use: Apply AM and PM. Ideal after repair serum. Avoid eye area.

- After one week, 91% women said product absorbed quickly
- After two weeks, 94% of women said skin felt stronger
- After two weeks, even tone improved
- After two weeks, firmness starts to improve
- After four weeks, cheeks feel lifted.
- After four weeks, jawline and smile lines start to feel lifted

Revitalizing Supreme + Youth Power Soft Crème

suggested retail price €110 (50ml) available in ALL points of sale

An ultra-lightweight creme delivers powerful lifting and sculpting benefits and minimizes the look of pores over time. Featuring Estée Lauder's Hibiscus Morning Bloom and Moringa extracts, this high-performance creme significantly improves firmness, density and elasticity for a more lifted look. Appropriate for all skin types. To Use: Apply over face and neck AM and PM. Ideal after repair serum.

- After two weeks 88% of women said elasticity and bounce improved
- After four weeks, 88% of women said the appearance of pores looked reduced

Revitalizing Supreme + Youth Power Eye Balm

suggested retail price €110 (50ml) available in ALL points of sale €74 (15ml)

With powerful technologies, including Estée Lauder's Moringa Extract and Hibiscus Morning Bloom Extract, this richly nourishing eye balm significantly improves firmness and elasticity for a supple and less puffy, more lifted eye area. Appropriate for all skin types. To Use: Apply AM and PM around eye area. As a weekly eye mask, leave on for 2 minutes, then blot excess with tissue.

- After just 8 hours, eye area looked less puffy, more lifted
- After 2 weeks, 92% of women said elasticity and bounce around the eyes improved
- After 2 weeks, 92% said their eye area felt smoother

Dermatologist-tested, Ophthalmologist-tested, Non-acnegenic, Non-comedogenic, Non-pore clogging / Does not cause breakouts.

For more information contact Tara van Moorsel – tara@mbsy.com

In-vitro testing of Moringa Extract, Collagen Boosting Technology and Hibiscus Extract combined after 96 hours, vs. no treatment
Consumer testing on 131 women after using product for 1 week.
Clinical testing on 54 women after using product for 2 weeks.
Clinical testing on 54 women after using product for 4 weeks.
Clinical testing on 54 women after using product for 12 weeks.
Consumer testing on 110 women after using product for 2 weeks.
Consumer testing on 110 women after using product for 4 weeks.
Clinical testing on 54 women, after using product for 4 weeks.
Consumer testing on 116 women after using product for 2 weeks.
Clinical testing on 58 women, after using product for 2 weeks.
Clinical testing on 23 women, after one application.
Consumer testing on 106 women after using product for 2 weeks.