

ESTÉE LAUDER
NEW PERFECTIONIST PRO MULTI-DEFENSE UV FLUID SPF 45

Launch: March 2019



Introducing new pro-inspired skin protectors to complement Estée Lauder's Perfectionist Pro collection. **NEW Perfectionist Pro Multi-Defense UV Fluid SPF 45** delivers professionally inspired, next generation protection that fight the visible effects of all key types of skin-damaging environmental assaults including UVA/UVB rays and pollution.

Inhibits UV Damage.

A patent-pending formula featuring Estée Lauder's new Tiger Lily Extract helps fight damage to elastin, a key component of skin's firm, flexible support network. The formula helps prevent the formation of premature signs of aging, such as lines and wrinkles, age spots and loss of firmness that can be accelerated by sun damage.

Neutralizes Indoor/Outdoor Pollution.

A precise combination of 8 potent anti-oxidants including Tiger Lily Extract, Vitamins C and E, Resveratrol and Green Tea Extract, help skin defend against unavoidable environmental aggressors. This powerful formula provides antioxidant protection against pollution such as ozone, smoke, infrared and microdust

Strengthens Skin's Barrier.

Advanced fortifiers including Cactus Plant Extract help skin seal in moisture, which can help prevent dehydration from external causes such as heating and air conditioning, while this formula helps to strengthen skin against environmental assaults. Powerful anti-irritants including Algae Extract and Caffeine help keep skin feeling calm and soothed. Now stronger, skin can naturally protect itself better.

Perfectionist Pro Multi-Defense UV Fluid SPF 45

NEW Perfectionist Pro Multi-Defense UV Fluid SPF 45 is a powerful treatment that helps safeguard the healthy beauty of skin with a hybrid 3-in-1 defense, delivering Estée Lauder's comprehensive, holistic protection. Formulated with 100% mineral based sunscreens, this formula creates a silky veil to help protect skin against broad spectrum UVA/UVB exposure. The fluid lightly hydrates skin, leaving it soft, smooth and comfortable.

Usage: Use AM as the last step in the skincare regimen. Shake to activate the lightweight fluid. Oil-free. Non-sticky. Won't clog pores. Leaves skin more radiant and protected, creating an ideal base for makeup.

Suitable for all skin types. Dermatologist-tested. Non-acnegenic.

Availability and price

The Perfectionist Pro Multi-Defense UV Fluid SPF 45 will be available on counter from **4 March 2019** via the Estée Lauder counters at Galeria INNO and online via www.esteelauder.be, www.planetparfum.com and www.iciparisxl.be

Suggested retail price: € **32,59,-**

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