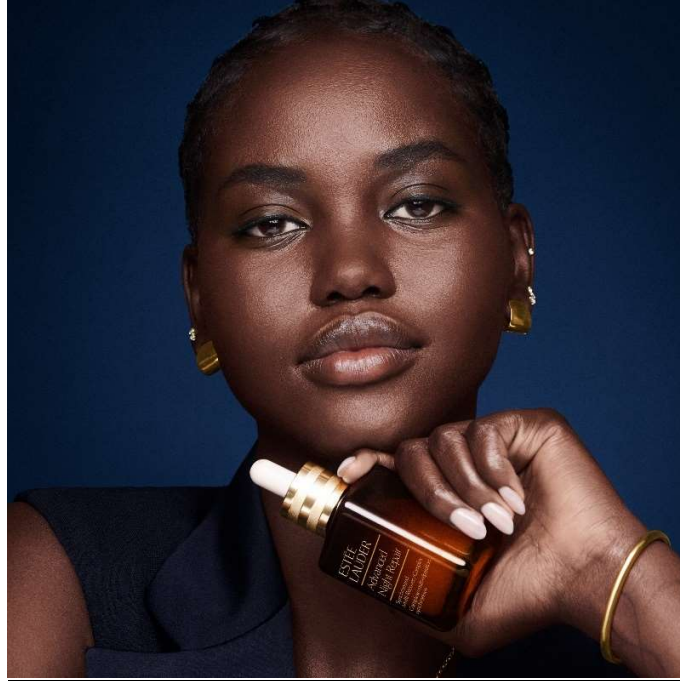


ESTÉE LAUDER

**ESTÉE LAUDER INTRODUCES
NEW ADVANCED NIGHT REPAIR SYNCHRONIZED MULTI-RECOVERY COMPLEX**



Estée Lauder revolutionizes the brand's #1 nighttime serum with new fast repair and youth-generating power

Backed by an unprecedented new discovery in the scientific field of Epigenetics, Estée Lauder introduces the revolutionary new **Advanced Night Repair Synchronized Multi-Recovery Complex**. With breakthrough new Chronolux™ Power Signal Technology, new Advanced Night Repair now supports skin's natural repair more effectively than ever, and for the first time, helps skin increase its natural renewal of fresh new cells and production of collagen for firmer skin. Advanced Night Repair absorbs fast as it works to reduce the look of multiple signs of aging and helps protect skin from the environmental assaults of modern life. After one dropper skin looks radiant and plumped with hydration, after just three weeks lines appear reduced, and after one bottle skin feels firmer and looks healthy, younger, with new bounce and vitality.¹

¹ Clinical testing of Advanced Night Repair Synchronized Multi-Recovery Complex.

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Breakthrough Epigenetics Discovery

In the scientific field of epigenetics, it has been shown that only around 25% of aging is predetermined by your genes. The remaining 75% of the aging process is believed to be influenced by environmental and lifestyle factors. In the early 2000s a powerful new class of epigenetic *micro signaling molecules* were discovered. These small molecules are present throughout the body, and quickly communicate responses to external changes.

For the past seven years, Estée Lauder scientists researched over 80 micro signaling molecules found in skin cells to better understand their role in skin aging. In a breakthrough discovery, Estée Lauder identified a specific micro signaling molecule that is essential to skin's natural repair and promotes multiple vital anti-aging pathways. Significantly, this micro signaling molecule helps skin increase its natural renewal of fresh, new cells and boosts its natural collagen production.² Estée Lauder's *in vitro* research also shows that the level of this micro signaling molecule in skin cells declines as part of the aging process.

New Chronolux™ Power Signal Technology

Inspired by the science of epigenetics, this exclusive technology, including a new patent-pending micro signaling molecule activator, is powered by a proprietary blend of yeast extract, a peptide, and plant-derived ingredients to help maximize skin's natural repair fast and boost skin's natural youth-generating power.

- Helps rapidly ignite a dynamic, connected repair network to help promote skin's natural repair processes.
- Helps support the natural synchronization of skin's renewal processes so skin repairs at exactly the right time – at night, and maximizes skin's natural night and day rhythm of repair and protection.
- Supports skin cells' natural purification process to help address cellular damage.
- Helps skin increase its natural skin cell renewal and production of fresh new skin cells by 43%.³
- Helps skin increase its natural production of collagen.⁴

Fast Repair and Youth-Generating Power

Clinical Results¹:

ONE DROPPER

- Skin is radiant and plumped with 72-hour hydration
- All-day 8-hour antioxidant protection
- Skin barrier is strengthened

THREE WEEKS

- Lines appear reduced

ONE BOTTLE (50ml)

- Skin feels firmer
- Skin looks healthy, has a new bounce and vitality

OVER TIME

- Pores appear diminished
- Skin looks more even-toned

² In vitro testing.

³ In vitro testing of a key active in Chronolux™ Power Signal Technology on 62-year old skin cells over 7 days.

⁴ In vitro testing of Chronolux™ Power Signal Technology actives after 72 hours.

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Sensory Results⁵:

AFTER ONE DROPPER

- 90% said their skin felt softer and smoother
- 90% said it absorbed into skin quickly

AFTER THREE WEEKS

- 91% said skin looked more rested
- 88% said skin looked plumped and more youthful
- 85% said their lines appeared diminished

AFTER ONE BOTTLE

- 91% said skin was left with a healthy glow
- 89% said skin felt firmer and skin's elasticity improved

New Sleek Glass Bottle

The apothecary inspired "little brown bottle" has been reimagined, and transformed into stunningly crafted premium, recyclable glass, with a sleek silhouette and enhanced translucency gradient for a more "lit from within" glow.

Usage:

Apply on clean skin before moisturizer, AM and PM.

Appropriate for all skin types and all ethnicities. Dermatologist tested. Ophthalmologist tested, non-acnegenic.

Free of oil, mineral oil

Patented until 2033.

Tested on all ethnicities.

THE NEW ADVANCED NIGHT REPAIR SYNCHRONIZED MULTI-RECOVERY COMPLEX (30ml - €91,00 SRP and 50ml - €140 SRP) is available at all Estée Lauder points of sale.

For more information please contact: Roupert Müller, roupert@mmbusy.com, +31 6 551 92 311

⁵ Consumer testing on 543 women after using Advanced Night Repair Synchronized Multi-Recovery Complex for 4 weeks.