

ESTÉE LAUDER INTRODUCES RE-NUTRIV ULTIMATE DIAMOND TRANSFORMATIVE BRILLIANCE SOFT CREME

**The power to reveal visible age-reversal—skin looks and feels younger in just 14 days.
Inspired by Longevity Skin Science**

Everything is about to change. Introducing Estée Lauder’s exceptionally powerful New Re-Nutriv Ultimate Diamond Transformative Brilliance Soft Creme. With this deeply replenishing, satin-soft moisturizer, skin looks and feels younger—powered by SIRTIVITY-LP™, Re-Nutriv’s patented technology to help reveal visible age reversal. See an improvement in 6 key youth markers in just 14 days—Radiance, Dark Spots, Lines, Smoothness, Firmness and Post-Acne Marks.



REVEALS FIRMER, BRIGHTER, TRULY BRILLIANT SKIN

New Ultimate Diamond Brilliance Soft Creme is infused with SIRTIVITY-LP™ technology:

- Skin looks brighter, more even-toned, more flawless as its intrinsic brilliance is magnified.
- Spots appear reduced. Pores appear minimized.
- Skin’s youthful network is strengthened. Skin feels firmer, with youthful elasticity and bounce.
- Irritation appears reduced. Skin feels soothed, comforted—helping prevent spots from developing.
- Skin is plumped and refreshed with intense hydration.

SIRTIVITY-LP™ TECHNOLOGY

Backed by 15 years of research, Estée Lauder’s patented SIRTIVITY-LP™ technology is a radical blueprint to help visibly recapture time. It begins with understanding that skin naturally has a network of youth proteins that fuel its smooth, vibrant, youthful look. Over time, this network weakens—vitality dims and signs of aging appear.

New Ultimate Diamond Brilliance Soft Creme, with SIRTIVITY LP™ technology, targeting multiple youth proteins. Skin maintains peak performance and visible age reversal is revealed for a younger look. Collagen starts increasing in just two hours, increasing +174% in 3 days. Elastin and fibrillin are amplified. SIRTIVITY-LP™ works synergistically with Vitamin C to help amplify skin’s intrinsic brilliance. Skin reactivates its look of renewal and recovery, restoring youthfulness and visibly recapturing time.

BLACK DIAMOND TRUFFLE EXTRACT: FUELS VITAL ENERGY

Crafted from Extra Class black diamond truffles harvested exclusively for Re-Nutriv in the southwest of France. Testing showed Re-Nutriv's Black Diamond Truffle Extract helps boost natural skin energy, to empower its peak performance for vibrant brilliance. The Extract is responsibly sourced, using Black Diamond Truffles cultivated under INRA certified green and downy oaks, and 99% naturally derived.

EVERY ASPECT CONSIDERED, EVERY MOMENT EXQUISITE

Applied every morning and night, the lavishly replenishing, satin soft cream engages multiple senses with its luxurious texture and scent. Enhance the experience with the Diamond Sculpting Facial Ritual developed by Re-Nutriv estheticians.

The diamond-faceted glass jar is refillable and recyclable.

Dermatologist-tested. Non-acnegenic. Non-pore clogging. For all skin types and all skin tones. Free of Sodium Lauryl Sulfate, Mineral Oil and Drying Alcohol.



Availability: NEW RE-NUTRIV ULTIMATE DIAMOND TRANSFORMATIVE BRILLIANCE SOFT CREME and REFILLS are available at all points of sale as of January 2024.

Suggested Retail Price: €196 (30ml), €375 (50ml) and €260 (50ml Refill)

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