

INTRODUCING ESTÉE LAUDER DOUBLE WEAR 24H WATERPROOF GEL EYE PENCIL

Bring the world to your eyes.



OCD: 10/01/2022

This season, the eyes have it. Strong and defined or soft and fluid? No need to choose. **NEW Double Wear 24H Waterproof Gel Eye Pencil** creates multiple finishes and effects—in a range of colors—so you never have to hold back. These gel eye pencils are designed to pair perfectly with the Pure Color Envy Luxe Eyeshadow Quads, incorporating Estée Lauder’s unique color philosophy for flattering combinations. The result is instant, intense, gliding color that won’t skip, drag, or tug on the delicate eye area.

Rich color. Smooth application. Waterproof, smudgeproof, 24-hour wear. Let it set in seconds for a crisp, timeless line, or smudge quickly to create a smoked-out look. Easy to sharpen, this highly pigmented, lightweight gel is easy to apply and provides a few seconds of play-time to give you versatility in style.

The long-wearing formula stays flawless from day to night, and is easy to remove using an oil-based remover. Available in matte, shimmer and metallic finishes for endless versatility.

Safe for contact lens wearers. Free from Mineral Oil.

Double Wear 24H Waterproof Gel Eye Pencil, € 27.93

Available in 12 matte, shimmer, and metallic shades.

Matte: 01 Onyx, 02 Espresso, 03 Cocoa, 04 Night Diamond, 05 Smoke

Shimmer: 06 Sapphire Sky

Metallic: 07 Turquoise, 08 Emerald Volt, 09 Aubergine, 10 Antique Burgundy, 11 Bronze, 12 Gilded Metal

All prices listed are suggested retail.

Availability: Estée Lauder ***Double Wear 24H Waterproof Gel Eye Pencil*** will be available as from Mid-January, 2022 in 12 shades at Ici Paris XL, Planet Parfum, Galeria Inno, Independent stores and online at <https://www.esteelauder.be>.

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