

ESTÉE LAUDER

NEW ADVANCED NIGHT REPAIR EYE CONCENTRATE MATRIX

A new eye concentrate, with Fast Visible Repair and Youth-Generating Power for vibrant, radiant eyes



Available as from the 2nd of August 2021

Today's non-stop late-night scrolling, after-hours conference calls, marathon-streaming and delayed bedtime means eyes are frequently working overtime. As the first in the cosmetic industry to study the impact of periorbital skin micro-movements, Estée Lauder Research now reveals its new findings that increased repetitive movements, like blinking as a result of staying awake longer, can directly impact collagen and accelerate signs of eye aging. Introducing Estée Lauder's **NEW Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex** – with new Chronolux™ Power Signal Technology for Fast Visible Repair and Youth-Generating Power, plus innovative 360° Mesh Matrix Technology for cushioning support against micro-movements. With the new custom-designed cryo-steel wand, skin around the delicate eye area is instantly cooled by ~3°F / 2°C. Used day and night, skin feels firmer, softer and smoother, and undereye lines, crow's feet and "11" lines appear reduced, leaving eyes looking radiant and wide-awake.

New Scientific Insights: Periorbital Skin Micro-Movements

Facial muscles are the only group of muscles in the entire body directly attached to skin.

These muscles are responsible for creating dynamic facial expressions including repetitive eye micro-movements, like blinking, which can directly impact skin cells. In fact, new Estée Lauder Research has shown that the stress from an increase in daily repetitive micro-movements, like blinking as a result of staying awake longer, decreases natural collagen levels and increases irritation. Furthermore, the eye area skin is 40% thinner than facial skin, and one of the first areas to show signs of aging, so it is especially important to support the eye area's natural nightly renewal and natural collagen.

KEY TECHNOLOGIES & BENEFITS**Fast Visible Repair**

Exclusive Chronolux™ Power Signal Technology supports skin's natural nightly repair process, which plays a key role in addressing the visible impact of accumulated micro-movements in the delicate eye area. New Advanced Night Repair Eye Concentrate Matrix reduces the look of visible signs of eye aging including all types of expression lines - undereye lines, crow's feet and glabellar "11" lines - loss of firmness and dark circles. The formula also provides anti-oxidant protection to help defend against skin-damaging environmental assaults.

Youth Generating Power

With Chronolux™ Power Signal Technology, new Advanced Night Repair Eye Concentrate Matrix boosts skin's natural Youth-Generating Power by promoting its natural production of fresh new cells and collagen to improve elasticity and bounce for firmer feeling skin around the eye area. Skin is fortified with increased collagen for a more plumped, youthful look.

360° Cushioning Support

The 360° Mesh Matrix Technology wraps the delicate eye area in a lightweight, flexible visco-elastic polymer matrix and an infusion of multi-molecular weight Hyaluronic Acids, providing cushioning support. The thin skin around the eye area is fortified and more resilient by an increase in skin thickness of nearly 20 percent¹.

NEW CUSTOM-DESIGNED CRYO-STEEL WAND & USAGE

New Advanced Night Repair Eye Concentrate Matrix now features a new, custom-designed applicator. Crafted from stainless steel, it is specially-engineered to capture the perfect amount of product, allowing for precise and easy application around the delicate eye area. Inspired by cryo-therapy, the cryo-steel wand instantly cools skin by ~3°F / 2°C, and provides long-lasting cooling for up to 5 minutes.² Used with the powerful formula, the cryo-steel wand helps to increase micro-circulation, instantly reduce the look of puffiness, boost radiance and wake up tired-looking eyes.

Using the cryo-steel wand, apply AM and PM, gently sweeping outward and up in a circular motion, from under the eye to above the lid and the glabellar "11" lines area, several times. Pat in any residual with ring finger.

New Advanced Night Repair Eye Concentrate Matrix can also be used on other expression lines including forehead lines and nasolabial folds.

¹ Clinical testing after 4 hours, after 1 product application.

² Clinical testing after applying product with wand.

PROVEN RESULTS

AFTER ONE APPLICATION

Instantly reduces puffiness.³
Deeply hydrates for up to 72 hours.⁴
Immediately cools skin by ~3°F / ~2°C.⁵
Provides long-lasting cooling for up to 5 minutes.⁶

AFTER THREE WEEKS

Significantly reduces the look of undereye and crow's feet lines.⁷
Reduces the look of glabellar "11" lines between brows.⁷
Eye area skin feels firmer with improved elasticity and bounce.⁷

WITH CONTINUED USE

Reduces the look of undereye and crow's feet wrinkles.⁸
Reduces appearance of dark circles.⁸

CONSUMER TESTING⁹

AFTER ONE WEEK

93% said eye area felt conditioned
93% said eye area felt softer and smoother
90% said eye area felt fortified

AFTER THREE WEEKS

90% said eye area felt more resilient
87% said eye area looked brighter, more radiant

AFTER FOUR WEEKS

90% said eye area felt refreshed
85% said eye area felt firmer

Dermatologist and Ophthalmologist-tested. Non-acnegenic/non-comedogenic. Appropriate for all skin types and all ages. Tested on all ethnicities.

Recyclable glass bottle.

Free of:

- Mineral oil
- Synthetic Fragrance

³ Clinical testing after 1 product application.

⁴ Clinical testing after 1 product application.

⁵ Clinical testing after applying product with wand.

⁶ Clinical testing five minutes after applying product with wand.

⁷ Clinical testing on 36 women, after using product for 12 weeks.

⁸ Clinical testing on 36 women, after using product for 12 weeks.

⁹ Consumer testing on 290 women after using product for 4 weeks.

Suggested Retail Price: € 74,48

Availability: NEW Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex is available at Galleria Inno, Ici Paris XL, Planet Parfum, Independent stores and online.

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