

INTRODUCING ESTÉE LAUDER
PURE COLOR ENVY LUXE EYESHADOW QUAD
Eye am confident. Eye am fearless. Eye am powerful.
My eyes speak all.



OCD: 04/04/2022

Welcome to the next generation of Estée Lauder Eyeshadow. **NEW Pure Color Envy Luxe Eyeshadow Quads** take the guesswork out of crafting the perfect eye look, offering pure eye color in luxurious powders that deliver one-stroke impact with rich pigmentation. From matte to sparkle, these soft formulas glide on effortlessly for easy blendability, providing lasting, flawless wear.

From beautifully understated to amped up looks: Each four-pan, multi-finish palette pairs bold, wearable pops of color with complementary neutrals. Available in matte, satin and sparkle, no-pearl to high-pearl finishes, designed to flatter a wide variety of skintones. Each highly pigmented shade stays true, boasting vibrant color in a single stroke. Eyeshadow glides effortless across the eyelid without tugging the delicate eye area, offering ease of application, blendability and lasting wear.

These shadows won't smudge or crease, nor will they accentuate or settle into fine lines. The eyeshadow doesn't fall out onto the face and under eyes, nor does it flake or dust.

NEW Pure Color Envy Luxe Eyeshadow Quads are ophthalmologist tested. Safe for contact lens wearers. Free from Sulfite, Mineral Oil, and Sulfate

How to Use

Use the sponge tips of the included applicators for smooth, high-impact color. For a sheer look, follow with brush tip to blend.

Create a variety of eye looks from Natural to Smoky.

Natural Eye

Apply light shade all over lid. Blend medium shade into crease, then blend upwards. Easy & effortless!

Sultry & Smoky Eye

Apply darkest shade onto lid, crease and lower lashline. Blend medium shade above crease, then blend to soften. Smoky in seconds!

Monochromatic Eye

Apply medium shade onto the lid, crease and lower lash line. Blend light shade above crease. Monochromatic in minutes!

Pure Color Envy Luxe Eyeshadow Quads, €57.93

Available in 8 4-pan color combinations.

- Rose Petals: Pale pink sparkle, copper pink metallic, rosy brown matte, deep cherry metallic
- Indigo Night: Rich blue sparkle, pastel peach matte, silver metallic, deep black brown frost
- Aubergine Dream: Lavender sparkle, deep plum matte, ballet peach matte, rose gold metallic
- Desert Dunes: Warm light beige matte, medium brown sparkle, deep rich brown demi-matte, sand matte
- Grey Haze: Sheer white sparkle, warm light grey frost, warm medium grey frost, cool deep brown matte
- Metal Moss: Olive green metallic, sheer gold sparkle, camel matte, deep ash brown demi-matte
- Boho Rose: Deep coral satin, pale peach sparkle, peach matte, warm brown satin
- Wild Earth: Brick red sparkle, golden bronze metallic, rich brown matte, copper metallic

All prices listed are suggested retail.

Availability: Estée Lauder ***Pure Color Envy Luxe Eyeshadow Quads*** will be available as from April 2022 in 4 color combinations (Aubergine Dream, Desert Dune, Grey Haze and Boho Rose) at Ici Paris XL, Planet Parfum, Independent stores and at Galeria Inno and online at www.esteelauder.be in all 8 color combination.

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