

ESTÉE LAUDER

ESTÉE LAUDER PRIMER COLLECTION

Meet your Partners in Prime.

Launch date: 11th of January 2021

Hydrate, smooth and prep for makeup application with Estée Lauder's primer collection. These primers offer specially designed formulas and skin perfecting ingredients to help create a beautiful canvas for makeup application. The primer collection offers silky smooth textures leaving skin matte, glowing or illuminated.

INTRODUCING NEW Futurist Aqua Brilliance™ Watery Glow Primer

Best for Normal to Dry Skin Types

Estee Lauder's new **Futurist Aqua Brilliance™ Watery Glow Primer** has a refreshing watery-gel texture that smooths easily over skin creating an even and supple canvas, for effortless makeup application. Micro-sized water droplets burst to instantly triple skin's moisture and prevent skin from appearing dry and dull, revealing a plumped and dewy glow that lasts all day.

Infused with Estée Lauder's specially-created *Ion Charged Water* and *Triple Moisture Complex*, Futurist Aqua Brilliance™ Watery Glow Primer hydrates instantly, all-day and overtime, and protects against environmental aggressors and stressors. It won't clog pores or cause breakouts.

- **Ion Charged Water** helps improve skin hydration by increasing moisture in the skin and helps to encourage absorption of other hydrating ingredients into the skin
- **Triple Moisture Complex** features two forms of *Hyaluronic Acid* – Liquid for immediate hydration and Spheres to help rehydrate skin over time – as well as *Glycerin* to pull in water from the environment and slow the evaporation of water from the skin
- A blend of polymers and hydrators help to **strengthen skin's moisture barrier** to help seal in moisture, prevent dehydration as well as protect against external and environmental aggressors and stressors.
- A blend of *golden* and *rosy* **Pearlescent Optics** creates a dewy plumped glow, while the formula leaves skin feeling silky smooth and refreshed. Flatters all skin tones by brightening and giving warmth.



The Smoother Universal Perfecting Primer

For All Skin Types

Prep your skin for flawless/enhanced makeup application. Infused with skin-softening apricot oil, this multipurpose lightweight primer softens and smooths skin. The silk-like formula glides on effortlessly as it optically perfects skin, immediately diffusing the look of pores and imperfections. Wear alone or underneath foundation for a poreless matte finish. Primer improves the quality of wear of makeup and won't cause breakouts or clog pores.

The Illuminator Radiant Perfecting Primer + Finisher

For Normal Combination Skin and Dry Skin

This luminous face primer instantly hydrates, smooths and brightens skin for a dewy, healthy looking finish. A multipurpose primer and finisher in one, skin is perfectly prepped for radiant makeup application with touch ups to refresh skin throughout the day for glow on the go.



The Mattifier Shine Control Perfecting Primer + Finisher

For Normal Combination Skin and Oily Skin

This must-have mattifying primer creates a silky-smooth canvas for makeup application by controlling oil and reducing shine for a healthy-looking finish. A multipurpose primer and finisher in one, minimize imperfections for smooth makeup application, then refresh throughout the day to help rebalance and keep skin looking velvety matte. Oil-free.

PRICING

All pricing is suggested retail.

NEW Futurist Aqua Brilliance™ Watery Glow Primer € 43,46

The Smoother Universal Perfecting Primer € 41,39

The Illuminator Radiant Perfecting Primer + Finisher € 41,39

The Mattifier Shine Control Perfecting Primer + Finisher € 41,39

AVAILABILITY

Estée Lauder NEW Futurist Aqua Brilliance™ Watery Glow Primer will be available beginning **11th of January 2021**

Estée Lauder Primers are available at **all points of sales**

PRESS CONTACTS

For more information or to request images or samples please contact

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