

ESTÉE LAUDER PERFECTIONIST PRO RAPID FIRM + LIFT SERUM HEXAPEPTIDES 8+9

Next-generation, derm-inspired serum delivers lifting, firming, line-smoothing power with powerful actives, including new Double Hexapeptide+ Compound

Inspired by the multi-targeted approach used by experts in cosmetic and dermatological procedures, Estée Lauder introduces NEW Perfectionist Pro Rapid Firm + Lift Serum Hexapeptides 8+9 designed to support skin's natural lifting power. This derm-inspired serum takes a holistic approach to lifting and rejuvenating the look of facial skin. New Perfectionist Pro Rapid Firm + Lift Serum addresses the loss of skin firmness, engineered with new Double Hexapeptide+ Compound including Hexapeptides 8 + 9, to firm and lift the look of skin. Empowering skin's innate strength to lift and maintain its youthful structure the formula is designed to provide high-performance, visible lift --

SENSORY RESULTS

Skin looks more lifted in 5 key zones:

- Upper Face +17%
- Nasolabial Folds +24%
- Cheeks +18%
- Jawline +12%
- Neck +19%



SYSTEMS BIOLOGY AND FACIAL LIFTING

Inspired by the emerging science of proteomics (proteins), Estée Lauder understands that as skin ages and external stressors trigger oxidation, glycation and carbonylation, there is a weakening of the skin structural protein network, which is crucial to skin's natural lift.

Using a systems biology approach to facial lifting, Estée Lauder scientists identified and targeted interconnected “pathways” to boost skin's natural proteins production. This research led to a holistic solution to visible skin lifting and rejuvenation. NEW Perfectionist Pro Rapid Firm + Lift Serum Hexapeptides 8+9 fortifies skin's structural protein network, allowing skin to harness its own “self-lift” power for visible results.

SYSTEMS BIOLOGY AND FACIAL LIFTING

The breakdown in collagen as skin ages results in loss of plumpness, density and overall facial contour definition. Bringing the latest cutting-edge science to this derm-inspired formula, Estée Lauder scientists developed New Double Hexapeptide+ Compound featuring a new precision-engineered peptide alongside 10% Hexapeptide-8 Solution — NEW 2% Hexapeptide-9 Solution.

Double Hexapeptide+ Compound with Hexapeptides 8+9 helps to boost collagen to help skin rapidly rebuild its own structural network to firm and visibly lift skin. Improved structural integrity empowers skin's innate strength to lift and maintain its youthful structure. The formula also features Triple-Anti Technology which works to fight against protein damage to help prevent skin sagging and loss of firmness.

PERFECTIONIST PRO RAPID FIRM + LIFT SERUM BENEFITS:

NEW Perfectionist Pro Rapid Firm + Lift Serum Hexapeptides 8+9 helps skin rapidly rebuild its own structural network, for rapid and powerful benefits:

Powerful Self-Lifting—Fortifies skin's protein network, allowing skin to "self-lift" or harness its own lifting power for visible results in 5 key zones: upper face, cheeks, nasolabial folds, jawline and neck. Skin looks more youthful and sculpted.

Rapid Firming—Improves skin's overall firmness, including in the cheeks and neck. Plus, boosts elasticity in just one application.

Fast Line Reduction—Reduces the look of lines and wrinkles in multiple zones, including the forehead and neck, and leaves skin feeling softer, smoother and more supple.

RAPID CLINICAL RESULTS

4 Hours, +28% more elasticity for 100% of panelists

3 Days, lines start to appear reduced

7 Days, skin starts to feel lifted, forehead lines look reduced

14 Days, neck firmness is improved and neck lines/wrinkles look reduced

FRAGRANCE

Features a subtle, pleasant scent with energizing and floral notes of Mandarin, Melon, Jasmine, Rose and Cucumber.

USAGE

Apply on clean skin before moisturizer AM and PM. Avoid eye area.

NEW, RECYCLABLE GLASS BOTTLE

New Rapid Firm + Lift Serum is now in a new recyclable glass bottle—made with 20% post-consumer recycled content. The outer carton is recyclable and FSC-certified.

Suitable for all skin tones and skin types. Dermatologist-tested. Ophthalmologist-tested. Non-acnegenic. Non-comedogenic.

AVAILABILITY

Estée Lauder **PERFECTIONIST PRO RAPID FIRM + LIFT SERUM** will be available from Mid-April 2024 at all Estée Lauder Counters in 30ml and 50ml for a suggested retail price of €126 (30ml) and €179 (50ml)

PRESS CONTACTS

For more information or to request images or samples please contact
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Clinical testing on 32 women, after using product for 12 weeks, 2x daily.

Clinical testing on 31 women after 1 product application.

Clinical testing on 29 women, after using product for 12 weeks, 2x daily, with measurements at 3 days.

Clinical testing on 32 women, after using product for 12 weeks, 2x daily, with measurements at 1 week.

Clinical testing on 29 women, after using product for 12 weeks, 2x daily, with measurements at 1 week.

Clinical testing on 32 women, after using product for 12 weeks, 2x daily, with measurements at 2 weeks.