

ESTÉE LAUDER

NEW: PURE COLOR ENVY LIQUID GLOSSARY



Available from September 2019

Discover the power of liquid Envy. The **Estée Lauder Pure Color Envy Liquid Glossary** features **NEW Pure Color Envy Kissable Lip Shine** and **NEW Pure Color Envy Oil-Infused Lip Shine**, as well as **Pure Color Envy Paint-On Liquid LipColor Matte**. With so many fashion-forward shades, bold finishes and rich textures to choose from, the possibilities are endless.

NEW PURE COLOR ENVY KISSABLE LIP SHINE

Hydrating, weightless, sculpting glosses in two finishes.

NEW Pure Color Envy Kissable Lip Shine provides the ultimate in glossy lips with an exquisite water-light texture that glides on easily. Choose a Crème finish for vivid buildable color with a mirror-like effect, or a Shimmer finish for luminous color with a touch of pearlescent sparkle.

- Weightless liquid gloss boosts shine and enhances color vibrancy to sculpt lips while providing ultra-comfortable, non-sticky wear
- Lips stay hydrated long-term with Estée Lauder's signature HA and Advanced Moisture Complex
- Elevated brush applicator allows for smoother, more precise application, designed to leave behind the perfect dose of color and shine and can be layered over your lip color
- Choose from 6 shades that range from sultry neutrals to bold brights with buildable color intensity that goes from sheer to medium coverage
- Apply to bare lips to enhance natural lip tone with a luminous glow or on top of lipstick to amplify color with spectacular shine
- Signature fruity, floral fragrance

NEW PURE COLOR ENVY OIL-INFUSED LIP SHINE

A crystal-clear, oil-infused lacquer shine.

Nourish lips with **NEW Pure Color Envy Oil-Infused Shine**, a clear oil-infused lacquer that provides a boost of immediate moisture to enhance lip's natural tone, or can be layered over any lip color for a hydrating glossy shine.

- Infused with three oils: Avocado, Jojoba and Sunflower
- Beautiful silk-like texture that feels ultra-comfortable, never sticky
- Universally flattering clear gloss coats lips with a mirror-shine finish

- Elevated brush applicator allows for smoother, more precise application, designed to leave behind the perfect dose of clear shine to add dimension
- Signature fruity, floral fragrance

PURE COLOR ENVY PAINT-ON LIQUID LIPCOLOR MATTE

Full-coverage, color-rich liquid mattes.

Get a full-coverage, ultra-saturated matte finish with **Pure Color Envy Paint-On Liquid LipColor Matte**. Color-rich liquefied pigments in a weightless liquid formula deliver an intense shot of matte color for depth, dimension and definition in one smooth stroke and lasts throughout the day.

- High-performance liquid potion featuring a Time Release Encapsulated Hyaluronic Acid paints on smoothly for sculpted, flawless lips
- Curated collection drenches lips in 7 modern, vibrant shades ranging from chic neutrals to rich hues
- Ultra-comfortable wear with color that won't budge

Availability: NEW Estée Lauder Pure Color Envy Kissable Lip Shine and Oil-Infused Lip Shine will be available at Estée Lauder counters and www.esteelauder.be beginning of September 2019.

Pure Color Envy Kissable Lip Shine	€ 31,-
Pure Color Envy Oil-Infused Lip Shine	€ 31,-
Pure Color Envy Paint-On Liquid Lipcolor Matte	€ 37,75

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