



ESTÉE LAUDER **NEW DOUBLE WEAR STAY-IN-PLACE MAKEUP**

Available as from mid-February 2026

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Estée Lauder unveils the next generation of its iconic foundation.

Estée Lauder, the leader in high-performance makeup, introduces the **NEW Double Wear Stay-in-Place Makeup**.

For decades, Double Wear has defined the foundation category, setting the standard for high-performance makeup and loved by millions around the world. Today, Double Wear Stay-in-Place has been reimagined. As consumer needs have evolved and as science has advanced, Estée Lauder continues to redefine what a high-performance foundation can be. The New Double Wear is everything you love about the original, now with even better makeup and skincare benefits so it is truly made for more.

The new flawless. The new full-of-life matte. This buildable, breathable long-wear foundation is made for more, with even more to love. 36-hour color-true wear. Balances skin with oil control and hydration. Even more tailored shades—one made for you.



MORE BUILDABLE + BREATHABLE

The new Double Wear Stay-in Place is a more dimensional matte formula with medium to full coverage that moves and breathes with skin. It delivers a weightless, skin-like feel that unifies uneven skintone and covers imperfections, while reducing the look of pores. More fluid, more spreadable, and more layerable to build the perfect level of coverage.

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MORE LONGWEARING

Double Wear Stay-in-Place is now even more long-lasting with 36-hour color-true long-wear. It's powered by NEW Polymer Mesh Matrix Technology, a breathable polymer system that acts like an invisible net, allowing the formula to move and breathe with skin. The result is ultra-comfortable, transfer-proof and water-proof color coverage that's also sweat, heat and humidity-resistant.

Each drop encapsulates 20 trillion color-treated micro-pigments that are fully oxidized and stabilized to deliver uniform, skin-true coverage that does not shift or change throughout the day.

MORE SKIN-BALANCING

The new Double Wear immediately balances skin with oil control and hydration. It gives skin 36-hour oil control plus 72-hour moisture maintenance. Skin's oil production is reduced in just 4 weeks.

Estée Lauder's Double Balancing Complex featuring AlgaNiacin™ balances skin with oil control and hydration, while reducing skin's oil production on bare skin over time. Three key elements include: Glycerin & Hyaluronic Acid: This blend delivers immediate moisture and helps maintain moisture levels over time.

Niacinamide: Helps reduce sebum production over time.

Brown Algae Extract: Helps reduce oil production over time.

MORE YOUR SHADE

Now available in even more tailored shades, crafted using Estée Lauder's advanced expertise in skin tone innovation and 15 years+ of Color Capture technology. One made for you. The same true-to-skin match now with enhanced color-treated micro-pigments in a more dimensional finish.

15+ Years of Color Capture Technology: A proprietary algorithm that maps Estée Lauder's vast dataset of skin tone measurements to a corresponding complexion shade.

Extensive Research and Testing: Multiple rounds of testing on real consumers across every depth and undertone. 14,000+ skin tone measurements from thousands of people across five continents, validating each shade on real skin. Craftsmanship: 50 hours to handcraft each shade, with scientists masterfully calibrating the right balance of pigments to match every skin tone measurement.

The new Double Wear Stay-in-Place is available in 54 tailored shades across 8 intensities and 3 undertones.



FORMULA FACTS:

- Oil-free
- Dermatologist-tested
- Ophthalmologist-tested

NEW SLEEK GLASS BOTTLE: We've given our iconic, recyclable glass bottle an upgrade. A more minimalist, chic and multidimensional design inspired by our new more dimensional, never-flat matte finish.

The Double Wear Stay-In-Place Makeup 30ml is available as from mid-February 2026 at all points of sales (24 shades) as well as Douglas (42 shades)

Suggested Retail Price :

- Double Wear Stay-In-Place Makeup 15ml : €29,50 -> only available at douglas.be
- Double Wear Stay-In-Place Makeup 30ml : €59

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