

CLINIQUE BLACK HONEY

EXCLUSIVE LIMITED-EDITION PACKAGING TO CELEBRATE THE HOLIDAY SEASON

November 2023

Clinique launches new limited-edition packaging of Almost Lipstick in Black Honey in celebration of the upcoming holiday season. Inspired by the otherworldly brilliance of the Northern Lights, for a limited time this iconic lipstick will come in special packaging that is full of sparkle. Capturing the optimism and magic of the holiday season, this limited-edition collectible reimagines the exterior sleek tube of the cult classic, while delivering the same iconic shade.

Hailed as the black turtleneck of lip colors, Black Honey remains a unique constant as the one shade that looks different on everyone, enhancing natural lip color with a glossy, buildable shine. Black Honey lets individual beauty shine through, the only difference is you.

As the first time Black Honey has been available for individual purchase in limited-edition packaging, this must-have version will be available starting (November 2023). It will be available at de Bijenkorf and the Clinique website (clinique.nl).



A beloved favorite since it was first introduced in 1971, Black Honey has gained a loyal following for its versatility. Initially released in a gloss pot, Black Honey was then reimagined in 1989 to its current form as Almost Lipstick in a sleek silver tube. Easy to use on the go, Black Honey remains the perfect your-lips-but-better shade. Further cementing its iconic status, Clinique's Black Honey more recently reached new fans with its virality on social media emphasizing its ability to stand the test of time from generation to generation.

About Clinique:

In 1968, a beauty editor asked a leading dermatologist, "Can great skin be created?" The answer: Clinique, one of the first dermatologist-developed prestige beauty brands. Today we are sold in 107 countries worldwide, thanks to skincare, makeup, and skin services that are designed to deliver maximum results with zero irritation. While our cutting-edge research and testing is ever evolving with the latest skin science, some things have not changed in over 50 years: Clinique is still allergy tested. Fragrance free. And always in service of all skin.

Suggested retailer price: €39,00

Available at de Bijenkorf and the Clinique website (clinique.nl) as of November 2023

For more information contact Wadie El Fakhari: wadie@mmbsy.com