

# CLINIQUE

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CLINIQUE INTRODUCES

## New. Even Better™ Light Reflecting Primer



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**CLINIQUE**  
**even better**  
light reflecting  
primer  
base de maquillage  
réflectrice de lumière

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ALLERGY TESTED. 100% FRAGRANCE FREE. DERMATOLOGIST TESTED. OPHTHALMOLOGIST TESTED. APPROPRIATE FOR CONTACT LENS WEARERS. NON-ACNEGENIC. OIL FREE. DRYING ALCOHOL FREE. SILICONE FREE.

Press contacts  
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## What it is:

The magic behind NEW Even Better™ Light Reflecting Primer is that this lightweight formula is filled with over 20 billion prismatic illuminators in every tube which brilliantly harness the power of light to visibly smooth and brighten skin. With three forms of hyaluronic acid, it floods the skin with hydration creating a smooth canvas for flawless makeup application. Powerful formula with Acetyl Glucosamine and Vitamin C actively retexturizes and makes skin tone look more even over time.



RETAILER PRICE €41.00

Pre-launch on May 1st on Clinique.nl and national launch on November 1st

## What it does:

**IMPROVES RADIANCE:**

**EVENS SKIN TONE:**

**HYDRATES:**



**With Acetyl Glucosamine,** formula improves radiance instantly and over time helps to re-texturize skin.



**With Vitamin C (ascorbyl glucoside),** it evens the look of skin tone over time.



**With 3 forms of Hyaluronic Acid,** it provides moisturization instantly and over time.

EVEN BETTER™ LIGHT REFLECTING PRIMER



## What you'll see:



### IMMEDIATELY:

BRIGHTENS AND  
SMOOTHS THE LOOK  
OF SKIN\*

PREPS SKIN FOR  
SMOOTH MAKEUP  
APPLICATION AND  
IMPROVES QUALITY  
OF WEAR\*

### IN 8 WEEKS:

**82%** OF PANELISTS  
DEMONSTRATED MORE  
RADIANT LOOKING  
BARE SKIN\*

**88%** OF PANELISTS  
DEMONSTRATED MORE  
EVEN LOOKING SKIN\*

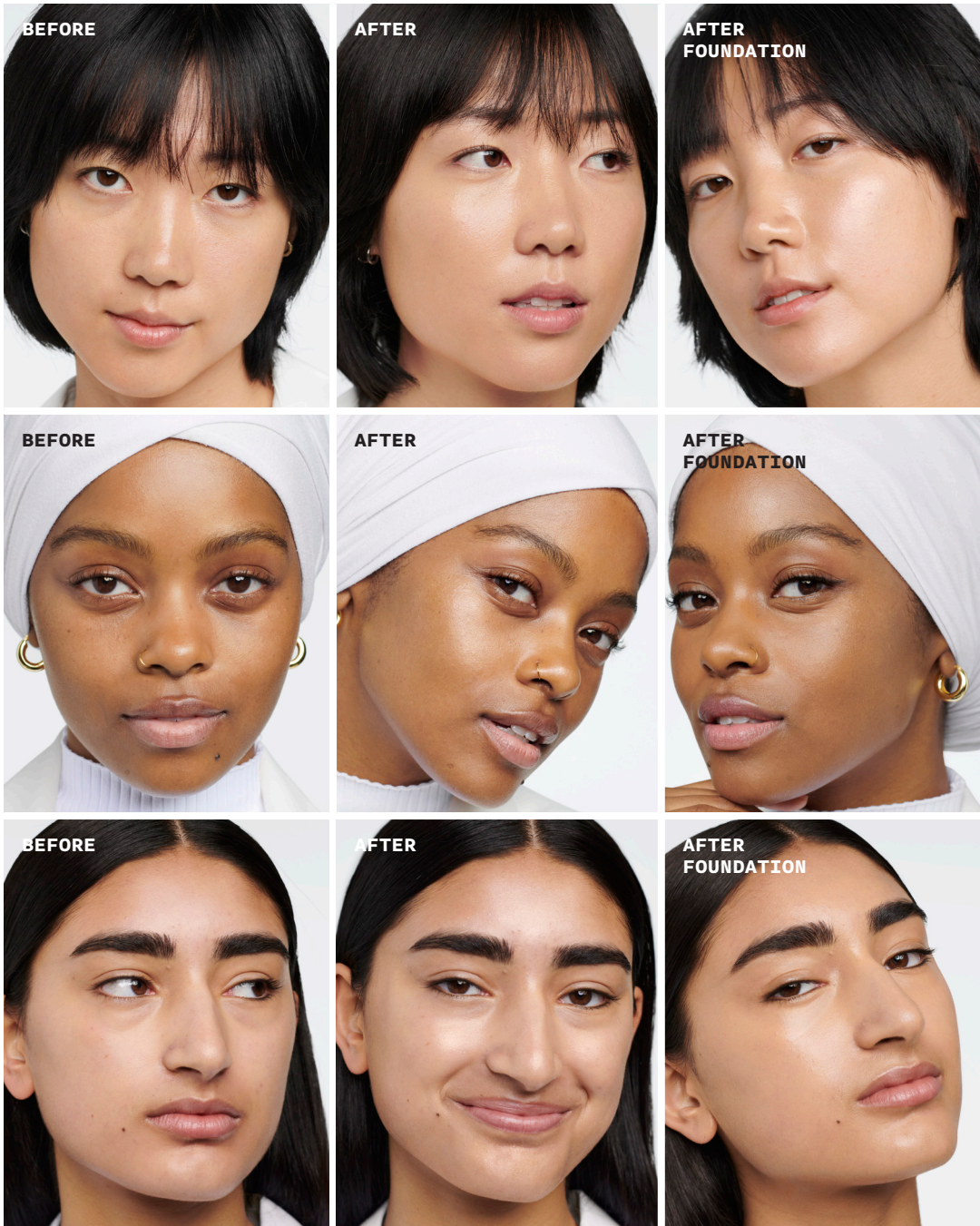
\*Clinical testing conducted on 33 women with Fitzpatrick Skin types I-VI ranging in age from 30-50 completed this 8 week study. Effects may vary by individual.

Press contacts  
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WHO IT IS FOR:

**All skin types (1,2,3,4).**



**HOW TO USE**

Apply to clean, moisturized skin. Smooth evenly over entire face before foundation or wear alone. This formula can also be applied on top of foundation to the high points of face for a highlighting effect.