

ESTÉE LAUDER
NEW PERFECTIONIST PRO RAPID BRIGHTENING TREATMENT FERMENT² + VITAMIN C



Available as from March 2020

Pro-inspired, lightweight serum reduce the look of dark spots, sun spots, acne marks and uneven skin tone

Inspired by the holistic, multi-targeted approach used by experts in cosmetic and dermatological procedures, Estée Lauder introduces **NEW Perfectionist Pro Rapid Brightening Treatment Ferment² + Vitamin C**. This ultra-lightweight serum rapidly boosts skin's natural radiance—and with just 1 bottle¹, it significantly reduces the look of dark spots, sun spots, age spots and acne marks. Created for and tested on all ethnicities and skin tones, the breakthrough formula is powered by an exclusive brightening complex—including two potent ferments plus Vitamin C—to help break the cycle of dullness, block the appearance of future dark spots and boost an undeniable clarity and inner light.

EXCLUSIVE BRIGHTENING COMPLEX

Applying the science of systems biology by evaluating the skin networks responsible for bright, even-toned skin, Estée Lauder Research developed a holistic approach to skin brightening that addresses over 20 fundamental pathways for a brighter, even-toned look. **NEW Perfectionist Pro Rapid Brightening Treatment Ferment² + Vitamin C** combines the dual action of Ferment² with stabilized Vitamin C, widely known for its brightening properties:

- **Ferment²**, two potent, 98.8% naturally derived ferments, leverages Estée Lauder Research's 30+ years of fermentation expertise:
 - **Molasses Ferment, patented, and proprietary to Estée Lauder**, targets natural cell turnover and exfoliation. Spots appear reduced and skin looks even-toned.
 - **A Yeast Ferment, exclusive to Estée Lauder**, targets and reduces the look of dark spots on skin's surface.

Fermentation is a process that concentrates on amplifying an ingredient and to make it more "bio-available", which in return, makes it more easily absorbable for your skin.

- **Vitamin C** works in the deepest layer of skin's surface to help reduce the look of dark spots. A known brightening and anti-aging active with anti-oxidant properties, it helps prevent the appearance of new spots.

SKIN TONE PERFECTING, NOW AND OVER TIME

The ultra-lightweight formula absorbs quickly, infusing skin with plumping, long-lasting moisture for amplified, 48-hour hydration. Gentle refinishing ingredients leave skin smoother, softer and refined. **NEW Perfectionist Pro Rapid Brightening Treatment** also includes powerful anti-oxidants to help prevent the appearance of future dark spots.

The look of multiple types of spots and discoloration is significantly, visibly, reduced. Skin tone looks brighter and more beautifully even, with boosted radiance and renewed clarity.

SKIN CLARITY INDEX: HOLISTIC APPROACH TO BRIGHTENING, QUANTIFIED

Inspired by its research in systems biology, Estée Lauder Research had the insight that brighter, more even-toned skin is never the result of just one factor. Through the process of evaluating a wide range of skin tones and ethnicities, Estée Lauder Research identified 5 key parameters that contribute to skin's brightest, most flawless look: Radiance, Even Tone, Texture, Dark Spot Intensity and Dark Spot Contrast. By combining improvement in clinical testing of these key factors into a single composite score, the scientists created the Estée Lauder Skin Clarity Index—an innovative, holistic evaluation of improvement in skin's brightness and even-toned look.

NEW Perfectionist Pro Rapid Brightening Treatment results using the Skin Clarity Index were impressive.

AFTER 1 BOTTLE 96% of women showed significant improvement in the Skin Clarity Index¹

SENSORY RESULTS

<i>IMMEDIATELY</i>	92% said skin felt hydrated
<i>AFTER 1 WEEK</i>	87% agreed their skin looked brighter with renewed clarity 96% agreed skin felt softer and smoother
<i>AFTER 1 BOTTLE¹</i>	85% agreed skin looked more even toned 88% said skin texture was more refined

Usage: Apply on clean skin before moisturizer, AM and PM. Avoid eye area.
For all skin tones. Dermatologist-tested. Non-acnegenic. Oil-free.

NEW PERFECTIONIST PRO RAPID BRIGHTENING TREATMENT FERMENT² + VITAMINE C will be available exclusively at the Inno Counters as from March 2020

Suggested Retail Price:

30ml : €97,25

50ml : €138,60

¹ *Combined improvement in skin Radiance, Even Tone, Texture, Dark Spot Intensity and Dark Spot Contrast in clinical testing on 111 women.

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