

ESTÉE LAUDER
FUTURIST HYDRA RESCUE MOISTURIZING MAKEUP SPF45
Flawless makeup with serious skincare



Available as from April 2020

Estée Lauder introduces NEW Futurist Hydra Rescue Moisturizing Makeup SPF45. More than flawless illuminating makeup, it's hydrating, powerful skincare with medium to full coverage.

The breakthrough, skin-loving formula covers and addresses skin concerns while leaving skin looking flawless and feeling hydrated, with a 12-hour radiant glow.

Infused with Estée Lauder's specially-created Ion- charged water, plus probiotic technology and chia-seed extract, Futurist Hydra Rescue soothes visible redness and irritation, hydrates instantly and protects against pollution with anti-oxidants.

HIGH-PERFORMANCE INGREDIENTS & TECHNOLOGY:

- **Probiotic Technology:** Balances the skin's microbiome to maintain a healthy skin environment. Calms, soothes and helps reduce visible redness and irritation while nourishing the skin
- **Chia Seed Extract:** Cold-pressed from the chia seed plant to nourish skin with Omega-3 fat acids
- **Ion-Charged Water:** This specially-created ingredient increases the moisture within the skin while allowing other hydrating ingredients to penetrate skin even more deeply

- **Anti-Pollution Technology & SPF 45 Protection:** Protects against daily environmental damage from pollution with an anti-oxidant complex containing Vitamin E and against daily damage from UV exposure and the first signs of aging thanks to **SPF 45**
- Pigments and polymers provide superior adhesion to allow the medium to full-coverage makeup to be worn comfortably all day, while quickly concealing imperfections, redness and hyperpigmentation

SKIN-LOVING BENEFITS

- **Clinically shown to:**
 - Provide immediate and all-day hydration
 - Reduces and soothes visible redness and irritation
- 12-hour long-wear and radiance
- Non-caking, streaking or poring for 12 hours
- Color-true for 12 hours
- Sweat- and humidity-resistant
- Strengthens skin's barrier
- Waterproof
- Antioxidant/anti-pollution protection
- For all skin types
- Won't cause breakouts/won't clog pores
- Ophthalmologist and dermatologist tested

NEW: Futurist Hydra Rescue Moisturizing Makeup SPF 45

will be available at all Estée Lauder point of sales as from April 2020 and online on www.esteelauder.be

Suggested Retail Price: €52,24

Available in 9 shades at all Estée Lauder point of sales and 16 shades at Inno and on esteelauder.be

For more information or to request images or samples please contact :
 Louise Maselis -- +32 (0)471 67 71 25 – lmaselis@be.esteelauder.com