

DISCOVER ESTÉE LAUDER'S NEW NUTRITIOUS COLLECTION Launch Mid-May 2023

Inspired by the latest breakthrough science, Estée Lauder introduces the **NEW Nutritious Collection**, a holistic solution to unburden the look of dull, "grumpy" skin. Potent and high performance, and over **92% naturally-derived**, the formulas are consciously designed for normal, oily or combination skin with visible imbalances.

Each product is infused with a delicately calibrated formula *Nutri-9 Complex*, comprised of skin nourishing ingredients which help reduce shine, keep pores clear, fight redness, and strengthen skin to restore radiance and natural vibrancy.

The New Nutritious Collection includes 4 products: 2-in-1 **Foam Cleanser**, **Radiant Essence Lotion**, **Airy Lotion** and **Melting Soft Creme/Mask**. They are all formulated with 92%-97% naturally-derived, these formulas feature a potent Nutri-9 Complex with responsibly sourced **Sweet Kelp** and **Red Algae ferment**, and **proprietary Coconut Water ferment**. The new Nutritious Collection will be available as of 15/05/2023 in all points of sale.



Estée Lauder Nutritious 2-in-1 Foam Cleanser 125ml, €29

This rich, **cloud-like foam cleanses** and deeply purifies to leave **skin feeling fresh and comfortable**. Infused with nutrient-rich **Nutri-9 Complex**. Used as a daily cleanser or a weekly 1-minute purifying mask, the formula helps to reduce the look of **clogged pores, removes excess oil, restores radiance and leaves skin feeling smooth**.

After just 1 application: Pores appear minimized by -17% and 97% said skin looked less oily/shiny.

Estée Lauder Nutritious Radiant Essence Lotion 200ml, €35

This **watery, cushioning lotion** delivers a hydrating infusion to help awaken, balance and calm the look of skin. Infused with nutrient-rich Nutri-9 Complex. Used as the **first step after cleansing** to prepare skin for the regimen that follows, the essence lotion reduces the look of pores and oiliness, **strengthens the skin barrier, restores radiance, and prevents redness**.

Clinical testing showed: Helps soothe visible redness, Oiliness looks reduced: by 40% and Pores look 31% more minimized.



Estée Lauder Nutritious Airy Lotion 100ml, €39

This **lightweight, milky lotion** energizes with **24hr moisture** to help skin re-balance, refresh and renew. Infused with nutrient-rich Nutri-9 Complex. Airy lotion reduces the **look of pores, oiliness and red post-acne marks**, soothe visible redness, restores skin's healthy oil-water balance, strengthens the skin barrier, and reveals **glowing radiant skin**.

Clinical testing showed: Pores look minimized: -29%, Oiliness looks reduced: -33% Moisture is boosted after 1 application Redness appears reduced after 1 application

Estée Lauder Nutritious Melting Soft Creme / Mask 50ml, €39

This **pillowy-soft creme** with a comfortable, cushy feel melts into skin to calm, renew and strengthen skin with **soothing 24hr hydration**. Infused with nutrient-rich **Nutri-9 Complex**. Used as a **daily creme** or as a **weekly leave-on mask**, the formula reduces the look of pores, oiliness and red post-acne marks, helps strengthen the skin barrier, prevents redness and restores radiance.

Clinical testing showed: Oiliness looks reduced by -52% Pores look minimized by -41%



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NUTRIGENOMICS & SKIN NUTRITION

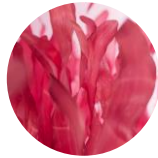
The **NEW Nutritious Collection** is inspired by the breakthrough science of **Nutrigenomics** which shows that a holistic, diverse, nutrient-based diet is critical for a healthy body. Nutrient-deficient skin tends to be more prone to instability. The new Nutritious formulas contain a blend of **diverse nutrient-rich**, naturally derived ingredients to provide **balanced "nutrition" to allow skin to flourish**.

The **Exclusive Nutri-9 Complex** is designed to target multiple biological pathways to help rebalance skin. Nutri-9 Complex is powered by 9 ingredients, rich in skin-craving essential vitamins, phytonutrients and minerals, including:



SWEET KELP

Responsible harvested in the Brittany coast and cold-processed to preserve its natural nutrients, helps control sebum production to prevent excess shine.



RED ALGAE FERMENT

Responsible harvested from micro-algae and fermented by the power of the sun, helps deliver soothing power.



PROPRIETARY COCONUT WATER FERMENT

Fermented via a process developed by Estée Lauder's bio-fermentation lab, boosts skin's natural hyaluronic acid production for hydration and oil-water balance.

NUTRITIOUS PEAK PERFORMANCE BENEFITS

Ideal benefits for "grumpy" skin that faces imbalances such as dullness, enlarged pores, excess oil, and irritation, redness and dullness, Nutritious treatments helps skin flourish:

Reduces the Look of Pores and Oily Shine

Minimizes the look of O-shaped pores, reduces skin's oily appearance, restores skin's oil-water balance, and reduces the look of red post-acne marks.

Strengthens Barrier and Soothes Visible Redness

Fortifies skin's barrier, delivers long-lasting hydration, prevents the look of redness, and leaves skin feeling calmed and less reactive.

Restores Radiance and Refines Texture

Energizes skin with vibrant, healthy-looking radiance, reduces dullness, and refines skin's texture for a smoother look and feel.



INNOVATING WITH SUSTAINABILITY PRINCIPLES

Nutritious formulas are Environmental Working Group (EWG) VERIFIED[®] and crafted using The Estée Lauder Companies' Green Chemistry Methodology[®]. This is a data-driven approach to evaluating formulas through the lenses of human health, ecosystem health and the environment to measure and improve innovation in sustainability, while maintaining product performance standards.

Nutritious packaging is designed with recyclable **FSC-certified** cartons and all product bottles include more than **20% post-consumer recycled content**. Jars and bottles are recyclable.

92 – 97% naturally derived formulas, the Nutritious collection is consciously formulated—and free of animal-derived ingredients, fragrance, synthetic colors, sulfite, sulfates, silicones, drying alcohol, oil

Appropriate for normal/oily/combo and acne-prone skin. Does not clog pores.

PRESS CONTACT

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After pre-treatment period, clinical testing on 29 people measured for 2.5 hours, versus untreated control.

Clinical testing on 29 women after using product for 8 weeks, twice per day.

Per ISO Standard 16128. From plant sources, non-petroleum mineral sources, and/or water. In-vitro testing

Per ISO Standard 16128. From plant sources, non-petroleum mineral sources, and/or water. Clinical testing on 33 women, after a single product application. Consumer testing on 103 women. After pre-treatment period, clinical testing on 29 people, measured for 2.5 hours, versus untreated control

Clinical testing on 32 women, after using product for 8 weeks

Clinical testing on 33 women immediately after a single product application.

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