

ESTÉE LAUDER

ESTÉE LAUDER DOUBLE WEAR STAY-IN-PLACE MAKEUP SPF 10



Estée Lauder's best-selling, cult-favorite liquid foundation **Double Wear Stay-in-Place Makeup** is beloved worldwide for its 24-hour staying power and flawless, natural matte finish. Uniquely lightweight with flawless medium to full coverage. No touchups needed. Put it on once and don't think twice. Double Wear is the makeup that keeps up and stays put —no matter where your day takes you.

First launched in 1997, Double Wear Stay-in-Place remains Estée Lauder's #1 foundation globally.

THE ART OF SKINTONE

Estée Lauder approaches shade development as a combination of art and science. For over 10 years, Estée Lauder's skintone expertise has been refined through the extensive global research of over 7,000 people across 99 self-identified ethnicities to date.

As a result, Double Wear's shade range reflects precise matches in skin tone across ages, backgrounds and ethnicities globally and continues to evolve. Available in 45 shades across warm, neutral and cool undertones. People everywhere can be confident that Double Wear Stay-in-Place Makeup has a shade for them. Take your shade on the go with the Double Wear Stay-In-Place Makeup travel size available in 15 shades.

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24-HOUR WEAR & COLOR TRUE FORMULA

When non-stop days call for non-stop wear, Double Wear provides the unstoppable confidence to be flawless all day, featuring:

- **Color True MicroPigments** help lock in color for 24-hours and allow for smooth, even coverage that won't grey or dull.
- **InvinciWear™ Technology** features three distinct polymers: a comfort polymer for flexibility, a lock-in polymer for waterproof, sweat & humidity, transfer-resistant wear, and a smoothing polymer for a skin-hugging fit
- **MicroMineral Invisible Veil Technology**, with oil absorbing blotting spheres, captures and controls oil to prevent shine and provides a breathable, cashmere matte finish

With medium to full buildable coverage, Double Wear covers imperfections and evens skintone for a natural matte finish that feels so lightweight and breathable, you won't believe it's long wear.

KEY BENEFITS

- 24-hour wear
- 24-hour color true
- 24-hour non-creasing
- 24-hour non-streaking
- 24-hour non-poring
- 24-hour non-caking
- 24-hour non-settling
- Oil-free
- Waterproof
- Sweat and humidity resistant
- Transfer-resistant
- All day shine and oil control
- No caking, no settling into fine lines or pores, no streaking
- Non-acnegenic; won't clog pores
- Free of synthetic fragrance
- SPF 10

Double Wear Stay-in-Place Makeup is free of:

- Synthetic fragrance
- Gluten
- Drying Alcohols
- Mineral Oil
- Animal-derived ingredients

Estée Lauder Double Wear Stay-in-Place Makeup is dermatologist and ophthalmologist-tested.

Double Wear Stay-in-Place Makeup is available in 45 shades, whereof 21 shades exclusively at De Bijenkorf and at esteelauder.nl, SRP €57,00.

Double Wear Stay-in-Place Makeup travel size (15 ML) is available in 15 shades at esteelauder.nl, SRP €29,00 – 15 ML.

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