

# ESTÉE LAUDER

15+ Years of Research. Inspired by Skin Longevity Science.

## ESTÉE LAUDER INTRODUCES

## RE-NUTRIV ULTIMATE DIAMOND AGE REVERSAL EYE CREME

*Available as from mid-February 2025*

Reflecting breakthrough inspiration from skin longevity research, the stunning impact of Re-Nutriv's exclusive visible Age Reversal technology is now brought to the eyes. Introducing **NEW Re-Nutriv Ultimate Diamond Age Reversal Eye Creme**, powered by SIRTIVITY-LP™ technology. The results are transformative: Eye skin feels firmer, and looks smoother, less lined and more lifted. Undereyes, including dark circles, are brightened, and the eyes appear luminous. Tear trough looks improved, and the entire eye area looks transformed, reawakened, brilliantly youthful. This indulgent eye creme intensely replenishes vulnerable, delicate eye skin and helps eyes' youthful contours look revitalized.

**Reveal visible age reversal for eyes starting in just 14 days.**

**3 Key Zones visibly improved with continued use:**

### EYELID

Lifting

Crepiness

### CORNER

Crow's Feet Lines

Crow's Feet Wrinkles

### UNDEREYE

Tear Trough

Wrinkles



### SIRTIVITY-LP™ PATENTED VISIBLE AGE REVERSAL TECHNOLOGY

Backed by 15+ years of brilliant research, Estée Lauder's patented SIRTIVITY-LP™ technology is a radical blueprint to help visibly recapture time. It begins with understanding that skin naturally has a network of youth proteins that fuel its smooth, vibrant, youthful look. Over time, this network weakens—vitality dims and signs of aging appear.

**New Age Reversal Eye Creme**, with SIRTIVITY LP™ technology, targets multiple youth proteins. Skin maintains peak performance and visible age reversal is revealed for a younger look. Collagen starts increasing in just two hours, increasing +174% in 3 days.<sup>1</sup> Skin reactivates its look of renewal and recovery, restoring youthfulness and visibly recapturing time.

Now, a new SIRTIVITY-LP™ pathway is unlocked: irritation inhibition. SIRTIVITY-LP™ now helps target irritation which can lead to damage such as oxidative stress and protein degradation. Multiple factors associated with the look of skin aging, such as loss of elasticity, skin thinning, sagging and crepiness, are accelerated due to irritation. A component of

<sup>1</sup> *In vitro* testing on SIRTIVITY-LP™.

SIRTIVITY-LP™ inhibits a key factor of damaging irritation by 53%.<sup>2</sup>

### **BLACK DIAMOND TRUFFLE EXTRACT: FUELS VITAL ENERGY**

Crafted from Extra Class black diamond truffles harvested exclusively for Re-Nutriv in the southwest of France. Testing showed Re-Nutriv's Black Diamond Truffle Extract helps boost natural skin energy, to empower its peak performance for vibrant brilliance. The Extract is 99% naturally derived<sup>3</sup> and responsibly sourced, using Black Diamond Truffles cultivated and harvested under INRA certified green and downy oaks.

### **UNPRECEDENTED TEAR TROUGH EXPERTISE: ESTÉE LAUDER TESTING INNOVATION**

The tear trough—the groove below the eyes—has a vital influence on eyes' visible age. Estée Lauder Research partnered with a board-certified dermatologist to conduct a multi-factored analysis of this key youth marker. Leveraging a unique methodology inspired by dermal filler assessments, the dermatologist measured 5 features of the tear trough—depth, length, crepiness, discoloration and shadow casting—capturing a precise level of detail. Results showed that **NEW Age Reversal Eye Creme** improves the appearance of the tear trough across every measurement, with an overall reduction of 29%.<sup>4</sup>

### **AN INDULGENT RITUAL**

This soft, glossy eye creme absorbs quickly to instantly awaken the eye area with a surge of moisture. Then it melts into a luminous veil of nourishment. The eye area is strengthened, and feels soothed and replenished. The experience is exquisitely enhanced with the diamond-faceted, cooling ceramic wand, crafted to rotate gently over every eye contour without tugging—91% said the wand feels soothing.<sup>5</sup> Apply it morning and night using the Eye Age Reversal Ritual developed by Re-Nutriv estheticians.

The striking, sculptural glass jar is crafted with a jeweler's precision, and is recyclable.

*Ophthalmologist-tested. Dermatologist-tested. For all skin types and skin tones.*

*Fragrance-free. Oil-free. Free of Sulfites, Sodium Lauryl Sulfate/Sodium Laureth Sulfate (SLS/SLES) and Drying Alcohol.*

### **VISIBLE CLINICAL RESULTS**

**Reveal visible age reversal for eyes starting in just 14 days.**

**3 key zones visibly improved—across 6 Eye Youth Markers:**

#### **EYELID**

Lifting

Crepiness

#### **CORNER**

Crow's Feet Lines

<sup>2</sup> In-vitro testing, measured 24 hours after exposure, following a 48-hour pre-treatment period v. untreated control.

<sup>3</sup> Per ISO Standard 16128. From plant sources, non-petroleum minerals sources, and/or water.

<sup>4</sup> Clinical testing on 54 women after using product for 12 weeks.

<sup>5</sup> Consumer testing on 128 women immediately after a single product application.

Crow's Feet Wrinkles

**UNDEREYE**

Wrinkles

Tear Trough

**WOMEN LOVED IT:**

89% said skin feels firmer<sup>6</sup>

89% said elasticity improved<sup>7</sup>

89% said eyes look more rested<sup>8</sup>

88% said skin feels tighter, more lifted<sup>9</sup>

**INDULGENT TEXTURE:**

95% said skin feels moisturized and refreshed<sup>10</sup>

93% said it penetrates deeply<sup>11</sup>

92% said skin feels comforted<sup>12</sup>

**Available at Estée Lauder Re-Nutriv counters nationwide, at [www.esteelauder.com](http://www.esteelauder.com), and at major international airports.**

**Suggested Retail Price: €230, 15ml**

**Press Contacts:** For more information or to request images or samples please contact  
**Lyddia Roy: [contact@mmsy.com](mailto:contact@mmsy.com).**

<sup>6</sup> Consumer testing on 132 women after using product for 4 weeks.

<sup>7</sup> Consumer testing on 132 women after using product for 4 weeks.

<sup>8</sup> Consumer testing on 132 women after using product for 4 weeks.

<sup>9</sup> Consumer testing on 128 women after using product for 4 weeks.

<sup>10</sup> Consumer testing on 132 women after using product for 4 weeks.

<sup>11</sup> Consumer testing on 132 women immediately after a single product application.

<sup>12</sup> Consumer testing on 132 women immediately after a single product application.