

# CLINIQUE

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CLINIQUE INTRODUCES

## New. Moisture Surge™ SPF 25 Sheer Hydrator

Available at all points of sale as well as [clinique.nl](http://clinique.nl) as of 15/04/2023  
in 30ml for €27 and 50ml for €44



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ALLERGY TESTED. 100% FRAGRANCE FREE. DERMATOLOGIST TESTED.  
NON-COMEDOGENIC. NON-PHOTO TOXIC. NON-PHOTO ALLERGIC.  
NON-GREASY. OIL FREE.

For more information, please contact Wadie El Fakhari:  
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## What it is:

Protect your glow.  
This cloud-like cream delivers the hydration you love from Moisture Surge, plus sheer sun protection—even for deep skin tones.

## What women are saying:

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96% SAY IT LOOKS  
INVISIBLE ON SKIN.\*

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96% SAY IT FEELS  
WEIGHTLESS ON SKIN.\*

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95% SAY SKIN  
FEELS INSTANTLY  
MOISTURIZED.\*\*

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95% SAY SKIN  
FEELS PROTECTED.\*

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93% SAY SKIN HAS  
A HEALTHY GLOW,  
NOT SHINY.\*

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\*Consumer testing on 164 women after using product for one week.

\*\*Consumer testing on 165 women after using product once.

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# What it does:

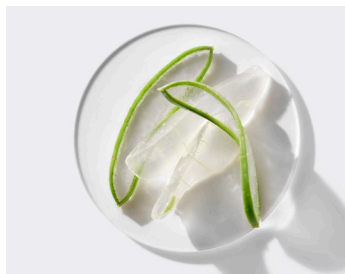
## HYDRATES



**Aloe Vera Bio Ferment (AVBF) + Hyaluronic Acid Complex** combine two hydrating ingredients into one powerhouse complex to help attract moisture and retain it.



**Hyaluronic Acid** is a key ingredient in many Moisture Surge products including Moisture Surge 100H formula. This moisture binding ingredient helps create a “moisture reservoir” for ideal hydration. Our formula is expertly blended with two molecular weights of hyaluronic acid.



**Aloe Extract Powder** - a responsibly sourced and Certified Organic Aloe that is rich in polysaccharides and acts as the food source during the fermentation process. Lactobacillus - a probiotic yeast that feeds on the Aloe Extract and bio converts it during the fermentation process.



**Activated Aloe Water** - used to brew and grow the Aloe Vera Bio Ferment. Pure water is infused with aloe barbadensis leaf extract, then supercharged to hold both positive and negative ionic charges which increases your skin's affinity to it.



**Aloe Vera Bio Ferment** is created using Aloe Extract Powder, Lactobacillus, and Activated Aloe Water. Our unique fermentation process transforms these actives into a nutrient rich bioavailable ingredient that is absorbed by skin. Aloe Vera Bio Ferment helps skin retain moisture. Built on 30+ years of research in fermentation technology, it starts with the aloe vera plant which is over 500 times concentrated. It is further transformed into our hydrating aloe-bio ferment through bio-engineering: a meticulous 10 step process over 5+ days for a powerful result. This fermentation process breaks down actives in smaller molecules so they are more-bioavailable to better penetrate skin.

## PROTECTS + DEFENDS



**Pro Vitamin D** help provides antioxidant protection to help defend skin from damaging free radicals that can lead to premature signs of skin aging. UV agents help protect against harmful UVA/UVB rays. Pro Vitamin D coupled with Vitamin E provides powerful antioxidant protection to help fortify skin's free radical defense.

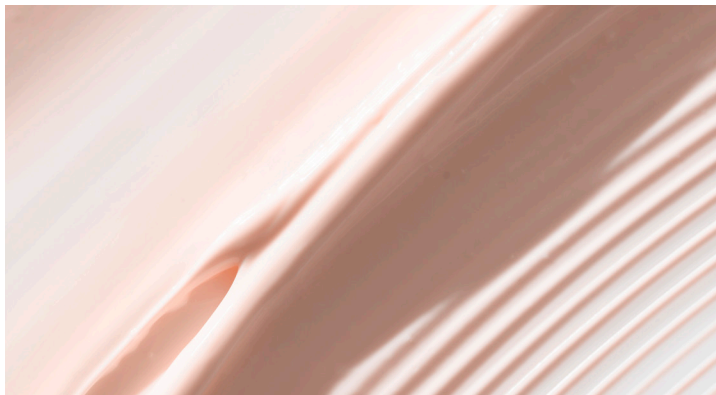
### UV PROTECTION

Protects against UV rays to help keep the sun's glow from dulling yours.



WHO IT IS FOR:

**All skin types (1,2,3,4).  
Safe for sensitive skin.**



**HOW TO USE**

The formula looks opaque going on, so you can see where you apply it. It blends in sheer without leaving a white cast, residue, or stickiness. Apply in the morning after cleansing, clarifying, and serum. Apply on clean face, neck, and decolletage. Pat or massage in until it becomes fully sheer. Use alone or under makeup.



**TIP:** In the evening, remove sunscreen, makeup, and pollutants, with a Take The Day Off Makeup Remover. After cleansing, clarifying, and serum use Moisture Surge 100H (Intense for drier skins).

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## The story behind Moisture Surge™ SPF 25

Many things can dehydrate your skin, including weather, pollution, blue light, time spent in the sun, mask wearing, air travel, air conditioning, and heating. Fight back against life's daily dehydrations. This cloud-like cream with Aloe Bioferment + HA Complex and Provitamin D penetrates deep into skin's surface for all-day stabilizing hydration. It helps defend skin from environmental aggressors including UVA/UVB, pollutants, blue light, and irritants. Protecting your skin against UV rays has many benefits. UV exposure can: exacerbate existing dark spots and trigger new ones, speed up visible aging, interfere with skin's natural turnover for more noticeable pores, and lead to irritation, which can leave skin looking tired. The

formula looks opaque going on and blends in sheer without leaving behind a white cast, residue, or stickiness. It leaves skin hydrated and glowing- not shiny and provides a smooth canvas for makeup application. Suitable for all Skin Types and safe for sensitive skin.

