

ESTÉE LAUDER INTRODUCES

NEW PERFECTIONIST PRO INTENSE BRIGHTENING ESSENCE AMPOULE VITAMIN C/E + LICORICE

Launch: March 2021

Professionally-inspired, rapid-action ampoules renew, soothe and jump-start skin's radiance in four weeks

Inspired by the holistic, multi-targeted approach used by experts in cosmetic and dermatological procedures, Estée Lauder introduces **NEW Perfectionist Pro Intense Brightening Essence Ampoule Vitamin C/E + Licorice**. This potent four-week treatment features a complex of power-actives – Vitamin C, Vitamin E and Licorice – to soothe the look of stressed skin and boost radiance. Available as four 10ml ampoule vials, these highly-concentrated essence ampoules jumpstart radiance and leave skin looking soothed, renewed and more even toned in just four weeks.

KEY ACTIVES

Each ampoule contains a complex of power ingredients to help visibly soothe skin and boost radiance:

- **Vitamin C** works to help even the look of skin tone. Plus, it provides free-radical protection against environmental assaults and pollution, which are known to accelerate discoloration.
- **Vitamin E** reduces skin's roughness and dryness, and leaves it feeling soft and smooth.
- **Licorice** helps visibly soothe skin, so skin looks less sensitized, less prone to irritation and feels calm and stable.

KEY BENEFITS

NEW Perfectionist Pro Intense Brightening Essence Ampoule works to renew, visibly soothe and smooth skin and address uneven skin tone, as a four-week concentrated treatment for when skin needs an intense radiance boost.

Boosts Radiance and Evens Skin Tone

The lightweight formula absorbs quickly into skin to jump-start radiance and restore skin's natural glow. Immediately, skin looks more radiant. Over time, skin tone appears more even and dark spots, pores and lines appear reduced.

Smooths

Immediately, the formula plumps skin with hydration. Over time, skin feels significantly smoother, skin's texture is improved, and the look of lines and pores is significantly reduced.

Soothes

It immediately calms and soothes the look of stressed skin, significantly reducing visible redness and irritation. Skin is calmed and less prone to irritation, which can lead to hyperpigmentation and uneven skin tone.



PROVEN RESULTS¹

Day 1: Redness looks rapidly soothed.

Week by Week: The results build.

Use all 4 concentrated vials and see the visible renewal:

- Texture feels smoother, more refined.
- Lines look reduced.
- Dark spots appear lessened. Skintone looks more even.
- Pores appear diminished.

USAGE

AM and PM, apply 3 full droppers to clean skin before your serum. Avoid eye area. Follow with your desired brightening and/or repair serum and moisturizer. During the day, to protect against future hyperpigmentation, follow with a sunscreen with SPF protection.

For all skintypes. Dermatologist-tested. Non-acnegenic. Oil-free. Fragrance-free.

Free of: Parabens, Phthalates, Sodium Lauryl Sulfate, Sulfites, Mineral oil

Suggested Retail Price: € 138,61

Availability: **NEW Perfectionist Pro Intense Brightening Essence Ampoule Vitamin C/E + Licorice** will be available at Galeria Inno and on Esteelauder.be beginning of March 2021.

Press Contact: For more information or samples please contact **Marie Wauters:**

mwauters@be.clinique.com

¹ Clinical testing