

ESTÉE LAUDER

NEW Double Wear Stay-in-Place Concealer FLAWLESS YOUR WAY.

Available as from mid-April 2025.

Estée Lauder introduces the **NEW Double Wear Stay-in-Place Concealer**, a multi-use concealer that delivers 24-hour wear, 24-hour oil control and immediate moisture. The high- performance featherweight formula melts seamlessly into skin and hydrates on contact, blurring imperfections for a soft-focus matte finish. The unique **3D Sculpting Wand** is expertly designed for targeted multi-use application to define your look with precision and control.

Powered by InvisiFlex technology, flexible polymers move with the skin and facial expressions throughout the day for a weightless, comfortable wear, while hollow micro silica spheres absorb up to 5X their own weight to provide powerful oil control. **NEW Double Wear Stay-in-Place Concealer** pairs effortlessly with Estée Lauder's #1 foundation, Double Wear Stay-in-Place Makeup, to create a flawless finish that lasts all-day.

Suggested Retail Price: €36



HIGH PERFORMANCE MAKEUP:

- Lightweight, breathable formula melts seamlessly into skin and hydrates on contact
- Blurs imperfections, conceals dark circles and provides powerful oil control for a flawless look
- 24-hour wear, 24-hour oil control and 24-hour color-true
- 24-hour non-caking and 24-hour non-poring
- 24-hour settle- and crease-resistant
- Water-resistant, transfer-resistant and sweat and humidity-resistant
- Non-acnegenic, dermatologist-tested, ophthalmologist-tested.
- Available in 12 shades to suit every skin tone

HIGH PERFORMANCE INGREDIENTS:

- **InvisiFlex Technology:** Flexible polymers move with facial expressions throughout the day for weightless, comfortable wear
- **Micro Silica Spheres:** Hollow silica spheres absorb up to 5X their own weight to provide powerful oil control.

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3D SCULPTING WAND FOR MULTI-USE TARGETED TECHNIQUES:

- **Micro Precision Edge:** Thin edge allows for precise, micro-controlled application.
- **Macro Curved Side:** Forms to facial contours for all-over coverage
- **Micro Point Tip:** Perfect for small, hard to reach areas.

Availability: NEW Estée Lauder Double Wear Stay-in-Place Concealer is available at all points of sale as well as online at esteelauder.nl

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