

ESTÉE LAUDER

ESTÉE LAUDER PURE COLOR DESIRE ROUGE EXCESS LIPSTICK

Bold Color. Incredible Wear. Pure Desire.



Available as from mid-February 2020

Be confident. Be unforgettable. **Estée Lauder Pure Color Desire Rouge Excess Lipstick** is intoxicating lip color with a vivid laydown of pigment and moisture for exceptional comfort and intense color payoff in one stroke. With shades inspired by the couture runway, **Pure Color Desire Rouge Excess Lipstick** is the definition of luxury and desire for lips.

BOLD COLOR. INCREDIBLE WEAR. LUXURIOUS TEXTURE.

This highly saturating lipstick formula features extreme 25 percent pure treated pigments paired with exquisite moisturizing benefits to magnify lips' curves for panoramic volume and exceptionally smooth comfort. Enhanced with Advanced Moisture Complex and Hyaluronic Acid, the bold, rich color glides onto lips with one stroke, for an ultra-comfortable, lightweight feel that is incredibly smooth and lasts for eight hours. Infused with an irresistible fruity, floral fragrance, **Pure Color Desire Rouge Excess Lipstick** delivers a sensually smooth, shaped and sculpted lip statement.

COVETED COLOR. THREE IRRESISTIBLE FINISHES.

Inspired by haute couture fabrics, the curated shade range pushes the limit in color to capture the most desirable and intoxicating shades. The range includes the sexiest nudes, most provocative plums, raciest reds, outspoken oranges and punchiest pinks in three ultra luxe finishes:

- **NEW Matte** – Vibrant, velvety smooth, matte finish
- **Creme** – Rich, super creamy, satin finish
- **Chrome** – Bold, chromatic shine finish with high pearl

CREME	CHROME	NEW MATTE
Let Go	Unspeakable	Insist
Give In	Shake Up	Claim Fame

Risk It	No Angel	Bite Back
Stun	Touch Me	Lead On
Tell All	Stagger	Devastate
Sting	Love Starved	Prove
Sweeten	Unhinged	
Overdo	Unhinged	
Warning	Unhinged	
Outsmart		
Shoutout		
Rouge Excess		
Don't Stop		
Misbehave		
Say Yes		
Ravage		
Fear Not		

ULTRA-LUXE LIPSTICK CASE

Estée Lauder Pure Color Desire Rouge Excess Lipstick is dressed in a modern, ultra-luxe golden faceted lipstick case with siren red cartouche.

Pure Color Desire Rouge Excess Lipsticks are dermatologist-tested.

Availability: Estée Lauder Pure Color Desire Rouge Excess Matte Lipstick Collection is available as from mid-February 2020 at Estée Lauder counters nationwide and on www.esteelauder.be.

Price: €46,54 All items sold separately. Suggested retail pricing.

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