

ESTÉE LAUDER INTRODUCES BEAUTIFUL MAGNOLIA

Dare to Love.



Dare to Dream. Dare to Desire. Dare to Believe. Introducing **NEW Estée Lauder Beautiful Magnolia**, the fragrance inspired by the emotional rush of an unfolding love story. A lively green floral fragrance, **Beautiful Magnolia** captures each precious moment of love as it blooms like the magnolia flower, a symbol of strength and loyalty in love. It starts with the initial spark ignited by the first glance to the undeniable intensity as feelings grow, to the sheer joy as all doubts slip away when you've found the one you dare to love.

The Fragrance

Beautiful Magnolia exudes passion and romance with a hint of playfulness, capturing the mesmerizing beauty of the magnolia in bloom and the lush scent that arises from the heart of the flower as the love story unfolds.

A sudden awakening. The lightning bolt moment when you see each other for the first time. The sparks of anticipation, curiosity and attraction. This youthful and lively fragrance opens on a dreamlike garden of colorful flowers. A vibrant floralcy arises from the top notes, revealing the velvety scent of *Magnolia* petals glistening in the morning dew, created with enriched natural extracts to capture the scent of the flower as it blooms in the first light of dawn. The *Magnolia* is balanced with crisp, herbaceous *Maté* and *Water Lotus*, evoking the freshness of new love.

With each encounter, the intensity grows. A swirl of contradictory feelings is reflected in the nectar-like scent of *Magnolia Oil*, sensuous and feminine, paired with dazzling notes of *Gardenia* and *Turkish Rose*. Aglow with happiness, all doubts disappear, letting your heart open like a magnolia in full bloom. Smooth, rich *Cedarwood*, *Sandalwood* and *Illumina Musk* add warmth and richness to that instant when you know you've found the one you dare to love.

Beautiful Magnolia Nourishing Hand Cream

With a hint of the **Beautiful Magnolia** scent to reminisce on each captivating moment with every touch, **Beautiful Magnolia Nourishing Hand Cream** soothes and moisturizes hands. The quick-absorbing, non-greasy, emollient formula soothes dry skin to keep hands looking and feeling smoother, soft and silky.

This rich cream incorporates Glycerin and other moisture boosting ingredients to improve moisture immediately by 75% and helps restore the skin's moisture barrier.

The **Beautiful Magnolia Nourishing Hand Cream** is housed in an opaque, glossy white tube with a screw cap.

Availability

NEW Estée Lauder Beautiful Magnolia will be available at Estée Lauder counters at Galeria Inno and on www.esteelauder.be as of the March 1, 2021

NEW Beautiful Magnolia Nourishing Hand Cream will be exclusively available on www.esteelauder.be as of the March 1, 2021

Suggested Retail Price

- **NEW Estée Lauder Beautiful Magnolia**,
€ 118,96 for 100ml, € 90,00 for 50ml, and € 63,11 for 30ml
- **NEW Beautiful Magnolia Nourishing Hand Cream**, € 19,50

#BeautifulMagnolia