

NEW ÉSTÉE LAUDER'S DOUBLE WEAR SMOOTH & BLUR PRIMER

Blurring. Smoothing. Pore-diffusing. Introducing the NEW Estée Lauder Double Wear Smooth & Blur Primer, a breathable gel-cream primer that mattifies, while leaving skin feeling comfortable and instantly filtered with day oil-control.

Worn alone or paired flawlessly with Double Wear Stay-in-Place Makeup, this primer creates a flawless blurred, smooth matte finish while also diffusing the appearance of pores. Ideal for textured and oily skin.

Over 90% of women said that Double Wear Smooth & Blur Primer immediately minimized the appearance of pores, mattified skin and reduced shine.

SENSORY RESULTS

Immediately

- 91% of women said primer minimizes the appearance of pores
- 95% of women said primer leaves skin feeling breathable
- 88% of women said primer blurs the look of imperfections
- 97% says primer feels weightless on skin
- 98% says skin feels soft and smooth
- 95% says primer leaves skin feeling breathable¹

After 1 Week

- 94% of women said product minimizes the appearance of pores
- 96% of women said skin looks soft and smooth
- 95% says primer blurs the look of imperfections
- 97% says primer helps makeup look smoother on skin

HOW TO USE

USE : Apply all over face and neck before applying foundation.

AVAILABILITY

Estée Lauder Double Wear Smooth & Blur Primer will be available from Mid- April 2024 at all points of sale in 40ml and online exclusive in 15ml for a suggested retail price of €19 (15ml) and €50 (40ml).

PRESS CONTACTS

For more information or to request images or samples please contact:
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- Consumer testing on 165 women after immediate use
- Consumer testing on 165 women after using product for 1 week
- Consumer testing on 161 women after using product for 1 week
- Consumer testing on 165 women after immediate use^{\$}
- Consumer testing on 150 women after immediate use