

BOBBI BROWN

Vitamin Enriched Face Base

More Than a Moisturizer

Discover Vitamin Enriched Face Base

Our bestselling 2-in-1 primer and moisturizer creates a healthy-looking, makeup-ready base in one nourishing step. The multivitamin-infused formula goes beyond moisturizing and plumping to grip makeup while nourishing skin. It's our Artists' backstage essential and a fan favorite around the world—with 1 sold every 15 seconds globally.* **SRP: €64**

*Based on internal Bobbi Brown data, September 2021-September 2022.



Real Results

- ✓ 98% said it left skin looking rejuvenated*
- ✓ 96% said it left skin feeling moisturized throughout the day*
- ✓ 95% said it gripped makeup for flawless application**

*Consumer testing on 123 women after one week of product use.

**Consumer testing on 103 women after one week of product use.

From backstage secret to OUR bestseller

Vitamin Enriched Face Base got its name when we got rave reviews from makeup artists using it backstage to prep makeup. Hannah Murray, our Global Artistic Director, says, "I use this on everyone at the start of makeup application. It really nourishes and plumps the skin, creating a beautiful base for makeup."



Why We Love It

- ✓ **Vitamin Enriched:** Our signature multivitamin blend of Vitamins B, C, and E replenishes and conditions skin with essential nourishment
- ✓ **Hydrating Ingredients:** A complex of Hyaluronic Acid, Squalane, and Shea Butter helps instantly hydrate, plump, and prep skin for a fresh, healthy-looking glow
- ✓ **Soft Texture:** Rich, buttery soft texture with a next-to-nothing feel cushions skin for smooth, flawless makeup application
- ✓ **Uplifting Scent:** Grapefruit and Geranium scents energize the senses



complexion essentials that pair perfectly

- ✓ **Vitamin Enriched Eye Base:** wakes up tired-looking eyes and creates a smooth base for corrector and concealer application
- ✓ **Skin Long-Wear Weightless Foundation SPF 15:** evens out your complexion with breathable, undertone-correct coverage

