

ESTÉE LAUDER

INTRODUCING ESTÉE LAUDER DOUBLE WEAR SHEER LONG-WEAR MAKEUP BROAD SPECTRUM SPF 20



Available as from the 6th of September 2021

Sheer makeup is now long wear makeup. Introducing **NEW** Estée Lauder Double Wear Sheer Long-Wear Makeup SPF 20, the newest addition to the best-selling, cult-favorite Double Wear foundation franchise. This lightweight, easy to blend formula enhances skin with enough coverage to let skin's natural beauty show with, protection from sun, pollution and blue light. The innovative formula adds moisture where skin is dry and keeps oil in check where needed, leaving a beautifully natural, fresh sheer matte finish. **NEW** Estée Lauder Double Wear Sheer Long-Wear Makeup SPF 20 offers sheer-to-light buildable coverage, available in 18 adaptable shades. Stays color true. Resists sweat and humidity. It's makeup for real life.

POWERFUL ALL-DAY PROTECTION:

- Empowered with Vitamin E for antioxidant protection, **NEW** Estée Lauder Double Wear Sheer Long-Wear Makeup SPF 20 creates a powerful defense against daily environmental damage from pollution.
- Protects skin from visible signs of aging and helps neutralize skin damaging free radicals from blue light emitted from the devices we use.

COMFORTABLE FORGET-ITS-THERE WEAR:

- Contains Hyaluronic Acid plus a hydrating fruit blend of watermelon extract, litchi seed extract and apple extract, to deliver skin smoothing and hydration benefits:
 - Hyaluronic acid and fruit blend instantly boosts moisture and improves skin's texture
 - Hyaluronic acid plumps the skin with water to smooth fine dry lines while providing long-lasting hydration.

BENEFITS:

- 12 Hour wear
- Non-streaking for 12 hours
- Non-caking for 12 hours
- Non-poring for 12 hours
- Non-creasing for 12 hours
- Non-settling for 12 hours
- Color True for 12 hours
- Oil-control
- SPF 20 PA++
- Anti-pollution protection
- Blue light protection
- Immediate and all-day moisture
- Barrier strengthening
- Evens skin tone
- Immediately reduces the appearance of fine dry lines
- Smoothing appearance
- sweat and humidity resistant
- Oil-free
- For all skin types
- Non-acnegenic: won't cause breakouts; won't clog pores

Ophthalmologist-tested/ Dermatologist-tested



Double Wear Sheer Long-Wear Makeup SPF 20 retails for € 51,22 and is available in 6 shades at Ici Paris XL, Planet Parfum, Independent stores and in 18 shades at Galeria Inno and online at <https://www.esteeauder.be/>.

PRESS CONTACTS

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