

TOM FORD BEAUTY

FOR IMMEDIATE RELEASE

TOM FORD RESEARCH

INTRODUCING INTENSIVE TREATMENT LOTION AND EMULSION

THE CREATION

As an iconic designer, celebrated filmmaker and visionary beauty innovator, Tom Ford is known as a perfectionist who demands the best in everything he touches. On his personal quest for high-performance, restorative skincare, Tom Ford realized he would have to assemble his own team of top scientists to create what essentially didn't exist. This is the synthesis of TOM FORD RESEARCH.

THE VISION

"My vision is to merge breakthrough skin science with true luxury to create transformative skincare regardless of skin type or gender. This is the reason I established TOM FORD RESEARCH. Working closely with a team of scientists, we developed a truly remarkable collection that delivers undeniable, visible results." –TOM FORD

TOM FORD RESEARCH is Tom Ford's personal incubator and research facility on the cutting edge of new, advanced science and results-driven research. TOM FORD RESEARCH is where experts in bio-engineering and skin science search for advanced and efficacious technologies.

THE SCIENCE OF SKIN ENERGY

To complete Tom Ford's vision, TOM FORD RESEARCH scientists determined that skin energy greatly affects healthy-looking skin. Through their investigations, they learned skin's natural energy sources decline due to two key factors – age and the oxidative damage of the environment. Helping to increase skin's natural energy aids in supporting skin's own hydration process, and can lead to more vibrant, healthy-looking skin.

THE CAFFEINE EFFECT

Our scientists identified three key ingredients containing caffeine and investigated their potential to help support skin's natural energy.

As a result of these studies, TOM FORD RESEARCH features potent concentrations of White Porcelain Cacao, Caffeine, and Gyokuro for their complementary efficacies in helping to promote energized, healthy-looking skin.

HERO INGREDIENTS

WHITE PORCELAIN CACAO

Cacao has been cultivated for over 3,000 years. Tom Ford selected and studied a delicate variety called White Porcelain Cacao – which originated 1,000 years ago when two other types of cocoas naturally crossed. Due to its fragility and difficulty to cultivate as compared to other cacao varieties, White Porcelain Cacao is now unique and extremely rare. Today, it makes up less than 0.5% of the world's cocoa production.

In addition to its caffeine content, White Porcelain Cacao contains polyphenols. Stemming from its high polyphenol content, the ingredient held the potential to protect skin from free radical damage.

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Tom Ford scientists sourced an extraction of the cacao that is washed and dried naturally. In vitro testing by TOM FORD RESEARCH validated White Porcelain Cacao's antioxidant protective power – supporting efficacies in helping to promote skin's natural energy.

CAFFEINE

Through a combination of in vitro and ex vitro studies, Tom Ford scientists showed that caffeine helps to increase skin's natural energy, and helps support cellular hydration. The team was particularly interested in working with heightened levels of the ingredient to create the greatest potential for a powerful skin energy effect. As a result, they optimized the size and dispersion to deliver a heightened concentration within the formulas.

GYOKURO

Tom Ford scientists investigated a third ingredient with caffeine content: a specialized and highly-prized variety of Japanese green tea. Unlike other green teas, it is grown in the shade rather than the sunlight, resulting in a higher concentration of compounds such as theanine, an amino acid. In an in vitro study, TOM FORD RESEARCH showed that Gyokuro helps to soothe and provide antioxidant protection to skin.

FORMULATIONS TO TOM FORD'S EXACTING STANDARDS

These highly concentrated formulations are built upon new scientific research by Tom Ford scientists, and are designed to energize skin for healthy-looking vitality. Each formula has been demonstrated to significantly energize skin's appearance in clinical studies on both men and women.

Each formula has been demonstrated to significantly energize skin's appearance in clinical studies – as well as help to increase skin's natural energy. Dermatologist-recognized Hyaluronic Acid and peptides were among those chosen based on the targeted efficacy for each product. This resulted in highly-concentrated formulas - and it was no small task, delivering such high potency while simultaneously refining the formula aesthetics to Tom Ford's discerning standards. As a result, 74 unique serum variations were trialed and rejected before finally reaching approval on formula 75.

LUXURY TWO-STEP REGIMEN

Designed to be used as a high-performance, luxury two-step system, new Intensive Treatment Lotion and Emulsion work in tandem to prep skin for the remaining regimen and provide immediate and lasting smoothness of skin texture.

INTRODUCING TOM FORD RESEARCH INTENSIVE TREATMENT LOTION

This luxurious, high-performance formula instantly energizes and helps balance the complexion; leaving skin looking smoother and youthfully radiant. Fast-absorbing with a sumptuous, watery texture, Intensive Treatment Lotion is fueled by Tom Ford Research signature power ingredients – rare White Porcelain Cacao, energizing Caffeine, and protective Gyokuro – which help support and preserve skin's natural energy. Skin looks rebalanced, recharged, and radiant.

KEY INGREDIENTS:

- White Porcelain Cacao, Caffeine and Gyokuro: help increase skin's natural energy
- Acetyl Lipo-Dipeptide: helps comfort and soothe skin
- Lactic Acid: gently refines skin to help boost radiance

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EFFICACY DEMONSTRATED IN CLINICAL TESTING:

- More radiant-looking skin
- Lasting hydration
- Strengthened skin barrier
- Visibly diminished pores*
- Pollution protection
- Immediate improvement in appearance of skin texture

*when used with new Tom Ford Research Intensive Treatment Emulsion

INTRODUCING TOM FORD RESEARCH INTENSIVE TREATMENT EMULSION

This decadently rich, yet uniquely fluid formula provides immediate and lasting hydration to smooth, soothe, and help minimize visible redness – while helping to restore radiance and boost skin's moisture barrier. Intensive Treatment Emulsion is fueled by moisturizing Hyaluronic Acid and Tom Ford Research signature ingredients: White Porcelain Cacao, Caffeine, and Gyokuro. Skin is refreshed and recharged with youthful radiance, and left feeling nourished, plumped and prepped for makeup.

KEY INGREDIENTS:

- White Porcelain Cacao, Caffeine and Gyokuro: help increase skin's natural energy
- Lactobacillus Ferment and Algae Extract: help soothe and minimize visible redness.
- Acetyl Glucosamine and Lactic Acid Complex: help provide a smoother appearance with mild exfoliation.
- Hyaluronic Acid: helps hydrate with essential moisture.

EFFICACY DEMONSTRATED IN CLINICAL TESTING:

- Skin is immediately plumped
- Skin feels nourished
- Provides a great base for makeup

HOW TO USE:

Apply both products daily to clean skin in the morning and at night. Using a cotton pad, gently glide Intensive Treatment Lotion over face, working from the center outward. Follow with Intensive Treatment Emulsion, massaging in a slow circular motion over the face, working from the center outward. Follow with Tom Ford Research Serum Concentrate and Crème Concentrate to provide a smooth, radiant canvas for primer and makeup.

LUXURY EXPERIENCE WITH CLINICAL RESULTS

To ensure efficacy to Tom Ford's standards, each formula is dermatologist- and ophthalmologist-tested, non-acneogenic, and appropriate for all skin types. Tested on Asian men and women.

Tom Ford Research Intensive Treatment Lotion 150ml for € 255 available at De Bijenkorf & Parfuma

Tom Ford Research Intensive Treatment Emulsion 125ml for €265 available at De Bijenkorf & Parfuma

For further press information or images, please contact: mwauters@be.clinique.com