

# ESTÉE LAUDER

## ESTÉE LAUDER SOFT CLEAN & PERFECTLY CLEAN INFUSIONS



*Launch in August 2022*

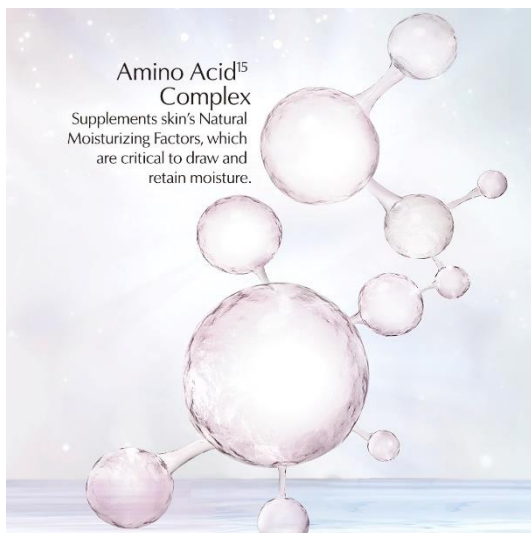
*Tap into skin's long-lasting hydration reservoir with Estée Lauder's new Soft Clean and Perfectly Clean Infusions*

Introducing **Estée Lauder's NEW Soft Clean Infusion Hydrating Essence Lotion** and **Perfectly Clean Infusion Balancing Essence Lotion**, boosted with Amino Acid<sup>15</sup> Complex and Waterlily Flower Extract. Science and nature collide with each infusion to hydrate, balance, and soothe. Featuring hyaluronic acid, a powerful moisture magnet, these infusions help deliver skin-quenching nourishment. **Soft Clean Infusion** provides dry skin with soothing hydration, with a lightweight cushiony silky texture, while the **Perfectly Clean Infusion** has an ultra-thin texture and helps revitalize and rebalance normal/combination skin. Plump skin with deep hydration for all-day moisture and a soft, supple feel. Instantly reveal more radiant skin and a lit-from-within glow.

### **NEW ADVANCED HYDRATION INGREDIENTS**

- **Amino Acid<sup>15</sup> Complex** – an advanced complex containing a carefully designed bio-mimicking ratio of 15 amino acids, that supplements skin's own Natural Moisture Factors (NMFs), which are critical to draw and retain moisture.
- **Waterlily Flower Extract** - a hydration powerhouse, handpicked during blossoming season from water in India, helps to boost skin's own natural hyaluronic acid to help improve plumpness while binding moisture to the skin deep through the epidermis.

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Amino Acid<sup>15</sup>  
Complex  
Supplements skin's Natural  
Moisturizing Factors, which  
are critical to draw and  
retain moisture.



Waterlily  
Flower Extract  
Boosts hydration deep  
within skin's surface.

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## **MULTI-ACTION FORMULAS: PROVEN CLINICAL RESULTS**

**Soft Clean Infusion Hydrating Essence Lotion** - Ideal to provide dry skin with soothing hydration, with a lightweight, water-cushiony texture.

- Immediately, skin looks and feels smoother; radiance is boosted<sup>1</sup>
- After one usage, 100% of women showed an improvement in all-day moisturization<sup>2</sup>
- After 7 days, significant improvement in: moisturization (by 35%)<sup>3</sup>, and radiance (by 11%)<sup>1</sup>

**Perfectly Clean Infusion Balancing Essence Lotion** - Helps condition and balance normal/combination skin, revitalizing, and rebalancing with an ultra-thin formula.

- Immediately, skin looks and feels smoother; radiance is boosted<sup>1</sup>
- After one usage, delivers an improvement in all-day moisturization<sup>4</sup>
- After 7 days, significant improvement in: moisturization (by 12%)<sup>3</sup>, and radiance<sup>1</sup>

## **A LUXURIOUS EXPERIENCE**

**Soft Clean Infusion** and **Perfectly Clean Infusion's** hydrating formulas feature refreshing scents that indulges the senses. **Soft Clean Infusion** features an intriguing combination of juicy pink grapefruit, crisp peach and handpicked florals, including delicate Turkish rose, jasmine sambac and orange blossom water touched with the crispness of Moroccan spearmint. **Perfectly Clean Infusion** opens with juicy fruits of black currant and peach, paired with floral notes of rose, jasmine, lily of the valley and geranium.

**To use:** After cleansing, apply with hands or a cotton pad, AM and PM. Follow with serum and moisturizer.

Dermatologist-tested. Ophthalmologist-tested. Non acnegenic. Non-comedogenic.

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<sup>1</sup> Clinical testing on 36 women after a single product application

<sup>2</sup> Clinical testing on 16 women after a single product application

<sup>3</sup> Clinical testing on 21 women after using product for 1 week

<sup>4</sup> Clinical testing on 16 women after a single product application

# ESTÉE LAUDER

Free of:

- Phthalates
- Parabens
- Mineral Oil
- Sulfites
- Parabens
- Alcohol
- Synthetic Colors
- Formaldehyde & Formaldehyde donors
- Petrolatum
- Sulfate
- Hydroquinone

**Suggested Retail Price:**

- Soft Clean Infusion Hydrating Essence Lotion, €39
- Perfectly Clean Infusion Balancing Essence Lotion, €39

**Availability:** NEW Estée Lauder Soft Clean Infusion and Perfectly Clean Infusion will be available at all points of sale beginning August 2022

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