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## From Dull to Dazzling: 4 NEW Night Creams from The Estée Lauder Companies That Work Wonders While You Sleep

Available as from September 2024

Yes, we know waking up in the morning can be awfully dreadful. It's even worse when your skin looks like it just emerged from a 100-year-long nap. Pillow marks on your cheek, dehydrated skin—we've all been there. Don't worry, with the new night creams from La Mer, Estée Lauder, and Clinique you'll look fresh and rosy all day, every day. Sleeping Beauty, who?

Did you know your skin naturally repairs while you sleep? Unfortunately, it's also the time of day your skin is most prone to moisture loss. As we get older, and with exposure to environmental aggressors, the skin barrier weakens which causes dehydration, lines, wrinkles, and uneven texture. If only there was something we could do about that... Oh wait!

### Estée Lauder Revitalizing Supreme Night Bounce

Enter the Estée Lauder Revitalizing Supreme+ Night Power Bounce Creme. 40 years of Night Repair expertise and 30 years of collagen research, this night cream is here to save the day (or rather, night). Thanks to the breakthrough CollaNight-8 technology, you'll get a bounce boost in just four hours and wake up with visibly reduced lines. One night, and lines look 15% smoother. Imagine waking up with plumped, deeply hydrated skin that feels firmer and looks lifted. Wrinkles and neck lines? Not on our watch. Every application melts luxuriously from dense to weightless, making you feel like a royalty.



*Suggested Retail Price: 50ml - €139*

*Available at all points of sale*

### Estée Lauder Advanced Night Repair Overnight Treatment

Nighttime is when your skin gets to work on recovery mode, and Estée Lauder's Advanced Night Repair Overnight Treatment is here to supercharge that process. This transformative leave-on treatment cocoons your skin with a silky, second-skin texture, giving it triple-action recovery for visible energy, moisture, and barrier restoration. Featuring ATPower™ Technology, Multi-Molecular Weight Hyaluronic Acid, Polyglutamic Acid (PGA), and a 13% Lipid Infusion, it's like a power nap for your face. Plus, the patented Tripeptide-32 helps optimize your skin's natural renewal rhythm. Wake up looking like you've just had the best beauty sleep ever.



*Suggested Retail Price: 65ml - €126*

*Available at all points of sale*



### Clinique Smart Overnight Cream & Mask

Clinique's new Smart Clinical Repair™ Overnight Recovery Cream + Mask ensures you wake up to better skin. Designed for your face and neck, this overnight moisturizer works wonders on your skin's barrier, reducing sensitivity and visibly repairing lines and wrinkles from the get-go. Your skin barrier is naturally weaker at night, making it more prone to damage. But with this cream, you'll be optimizing your skin's natural repair process, delivering deep hydration, and boosting radiance night after night.

*Suggested retail price: 50ml - €94,50*

*Available at all points of sale*



### La Mer Rejuvenating Night Cream

Say hello to the Rejuvenating Night Cream from La Mer. This powerhouse moisturizer is crafted with Miracle Broth, which recharges your skin overnight, enhancing its self-restoration and sparking visible renewal by morning. It targets eight critical signs of aging: fine lines, plumpness, softness, radiance, firmness, smoothness, texture, and wrinkles. The cream creates an ideal environment for all-night renewal and delivers visible benefits, ensuring you wake up looking fresh and revitalized. Because who says beauty sleep is a myth?

*Suggested retail price:*

*30ml - €245*

*60ml - €460*

*100ml - €690*

*Available at all points of sale*



**For more information, please contact [wadie@mmbsy.com](mailto:wadie@mmbsy.com)**

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