

INTRODUCING AERIN x JOHANNA ORTIZ ESSENTIAL NUDES COLLECTION

Following the success of AERIN Beauty's first collaboration with Colombian fashion designer Johanna Ortiz last fall, this season sees the debut of AERIN x Johanna Ortiz Essential Nudes Collection. Featuring four new limited-edition nude shades of lipstick and lip gloss, these luxurious formulas are housed in custom floral and botanical print cartons, a hallmark of Johanna Ortiz's collections.

"Johanna is a dear friend and a magical designer. Her pieces are staples in my closet and they always make me feel beautiful and feminine," said Aerin Lauder, Founder and Creative Director, AERIN. "Following the success of our first collaboration, it was natural to extend this partnership into a second season where we are excited to offer our audience 4 of our favorite nude lip shades that work for all occasions."

"Not only do I admire Aerin because she is an amazing business woman, has an incredible lifestyle brand and sophisticated aesthetic, but also because of her human sensibility," said Johanna Ortiz. "That's why it felt right to continue our collaboration - our friendship is very genuine and unique and I am thrilled to work together again with her."

AERIN Rose Balm Lipsticks

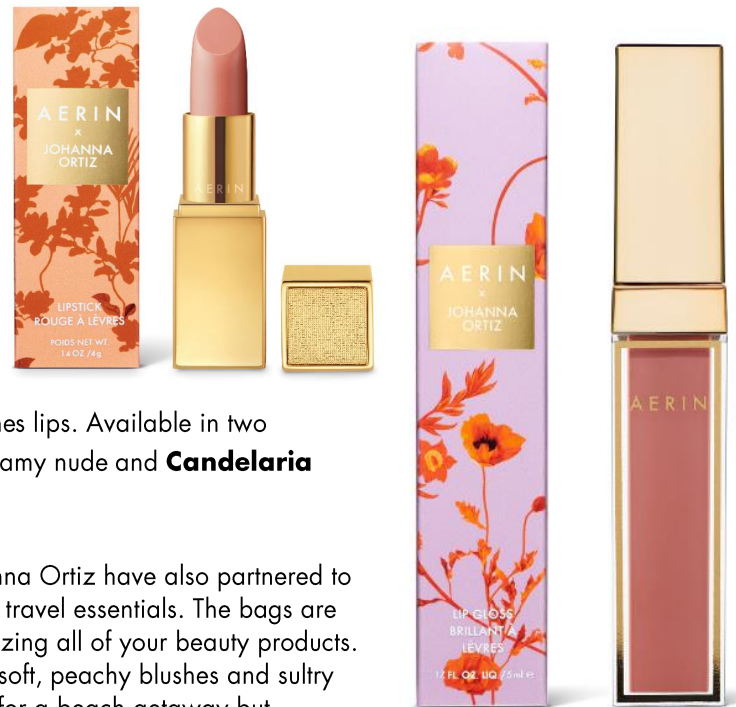
The oil-infused Rose Balm Lipstick formula contains Vitamin C, Vitamin E, Meadowfoam Seed Oil and Magnolia Extract, while Aerin's signature Rose Vanilla scent helps calm and revitalize the senses. Available in two new colors,

Caribbean Nude a soft, mauve nude shade and **Nativa Nude**, a romantic, warm peachy nude.

AERIN Lip Gloss

A soft, light-coverage formula, enriched with Meadowfoam Seed Oil, Magnolia Extract and Vitamin E, conditions and soothes lips. Available in two perfectly brilliant shades, **Macondo Nude** is a semi-sheer, creamy nude and **Candelaria Nude**, a semi-sheer, soft rose nude

To complement the Essential Nudes collection, AERIN and Johanna Ortiz have also partnered to create matching exclusive makeup bags and sarongs perfect for travel essentials. The bags are made of canvas and offered in different sizes, perfect for organizing all of your beauty products. The sarongs have iconic Johanna Ortiz's prints re-interpreted in soft, peachy blushes and sultry nude shades in line with the Essential Nudes collection - perfect for a beach getaway but versatile enough to wear as a shawl anytime and anywhere.



AERIN

Johanna Ortiz

The AERIN x Johanna Ortiz Beauty Collection will be available exclusively online on www.estelauder.be from October 2019.

NEW AERIN x Johanna Ortiz Lipstick retails for € 34,00

NEW AERIN x Johanna Ortiz Lipgloss retails for € 34,00

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