

# BOBBI BROWN

## VITAMIN ENRICHED COLLECTION

### Meet Our Vitamin Enriched Regimen

Refresh your regimen with our Vitamin Enriched Collection for a good skin day—all day, every day. Our Vitamin Enriched Collection— **NEW** Vitamin Enriched Smoothing Serum, Vitamin Enriched Face Base, Vitamin Enriched Eye Base, Vitamin Enriched Skin Tint SPF 15, and Vitamin Enriched Pressed Powder—has multitasking formulas designed to help you prep, perfect, and create more beauty with less effort.



### NEW VITAMIN ENRICHED SMOOTHING SERUM

The first step of our Artist-approved Vitamin Enriched regimen, our new Vitamin Enriched Smoothing Serum is a 2-in-1 smoothing serum and glow essence boosts your base overnight with skin-loving hydration and creates the perfect canvas for fresh, seamless makeup over time.

**SRP:** €80 Available from mid-January 2024

#### Why We Love It:

- ✓ **Naturally Derived Ingredients:** Lightweight, milky serum-essence infused with star ingredients HydroGlow Fruit Complex, Vitamin C, and Niacinamide (B3) to smooth, hydrate, and brighten skin.
- ✓ **Vitamin-Enriched Glow:** Nourishes and conditions skin while providing a fresh, hydrated glow. When used with Vitamin Enriched Face Base, it helps plump skin for smooth makeup application.

### VITAMIN ENRICHED FACE BASE

Skincare made for makeup. Our bestselling multivitamin-enriched moisturizing primer for the face instantly nourishes, plumps, and preps skin with healthy hydration to improve the look of foundation. It's full makeup prep in one step, blending the performance of a primer with the cushion of a face moisturizer. There's a reason 1 is sold every 12 seconds globally.\* **SRP:** €70

#### Why We Love It:

- ✓ **Nourishing Vitamins:** A blend of Vitamins B, C, and E helps replenish and condition skin with essential nourishment
- ✓ **Healthy Hydration:** A moisturizing complex of Hyaluronic Acid, Squalane, and Shea Butter helps instantly hydrate, plump, and prep skin for a fresh, healthy-looking glow
- ✓ **Comfortable Texture:** Rich yet lightweight and fast-absorbing texture cushions skin and grips foundation for smooth, flawless makeup application
- ✓ **Uplifting Scent:** Grapefruit and Geranium leave a light, uplifting scent on skin

\*Based on internal Bobbi Brown data, April 2022 – March 2023.



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### VITAMIN ENRICHED EYE BASE

Our all-in-one undereye primer wakes up eyes by hydrating, plumping, brightening, and softening the look of fine lines. Its cushiony finish is nutrient-rich but never heavy, creating a smooth base for seamless corrector and concealer application. **SRP: €59**

#### Why We Love It:

- ✓ **Instant and Long-Term Moisture:** Hyaluronic Acid and Shea Butter help provide immediate, all-day, and long-term moisture
- ✓ **Nourishing Ingredients:** Vitamin A helps smooth fine lines around the eyes, Vitamin B3 and C help brighten undereyes and reduce the look of dark circles over time, Vitamin E helps provide antioxidant benefits, and caffeine helps reduce puffiness under the eye area over time
- ✓ **Lightweight Texture:** Lightweight, fast-absorbing texture layers perfectly under corrector and concealer

### VITAMIN ENRICHED SKIN TINT SPF 15

Our Vitamin Enriched Skin Tint SPF 15 gives skin more in one go—combining the plumping hydration of our bestselling primer with color-true, just-right coverage. It's more skin and less concealing with a lightweight texture that provides natural-looking coverage and lets your skin shine through. The flexible formula blurs imperfections, adapts to a range of skin tones with 18 flexible shades, and stays color-true for 12 hours. Additionally, it protects while it perfects with SPF 15, which helps prevent UVA and UVB damage. Vitamin Enriched Skin Tint SPF 15 is a tint that does more—so you can *be* more.

**SRP: €50**

#### Why We Love It:

- ✓ **70% Naturally Derived Ingredients\*:** Signature blend of Vitamins B, C, and E helps nourish skin, Pro-Vitamin D and Cactus Flower help strengthen skin's barrier to keep skin hydrated, Vitamin E Complex helps defend skin from environmental aggressors, Hyaluronic Acid helps instantly moisturize, and Shea Butter helps soften and condition
- ✓ **18 Flexible Shades:** The new formula comes in 18 flexible shades and features Pigment-Flex Technology with specially coated pigments that allow shades to melt seamlessly into skin and adapt to a range of skin tones



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### VITAMIN ENRICHED PRESSED POWDER

The final step in overall tone refinement. Our Vitamin B5-infused finishing powder with Moisture Lock Technology helps lock in moisture instantly and overtime, while providing tone improvement and oil control to maintain fresh skin throughout the day. **SRP: €52**

#### **Why We Love It:**

- ✓ *Boosted Hydration:* Moisture-locking formula with Vitamin B5 helps balance skin for a fresh look and boost hydration in 7 days
- ✓ *Hydro-Soft Powder Technology:* Helps absorb excess oil and provide a silky-soft finish with blurring benefits
- ✓ *4 Flexible Shades:* The new formula comes in 4 flexible shades that are compatible with a broad range of skin tones. It was created with years of shade authority built from 1991 on with our undertone-correct philosophy.
  - ✓ Yellow: for Alabaster to Sand skin tones
  - ✓ Beige: for Sand to Beige skin tones
  - ✓ Peach: for Natural to Golden skin tones
  - ✓ Golden Brown: for Almond to Espresso skin tones