

# PRIMER PLUS COLLECTION | SEPTEMBER 2018

## BOBBI BROWN

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Meet your foundation's new best friend. Bobbi Brown introduces the Primer Plus Collection, the ideal complement to our cult-favorite foundations. Designed to help prep and prime the skin for a smoother, brighter, and perfected finish, these essentials layer seamlessly over skincare and underneath foundation to create a smooth canvas for refined makeup. The collection is comprised of Primer Plus Mattifier, Primer Plus Radiance SPF 35, and Primer Plus Protection SPF 50. And to finish the look: Primer Plus Hydrating 3-in-1 Setting Spray.

### **Primer Plus Mattifier**

**SRP: € 37,-**

The skin-perfecting formula acts as a “liquid blotting paper,” visibly blurring the appearance of pores and reducing excess oil without sacrificing hydration. This is thanks to the sebum-absorbing powders, which prevent foundation from slipping and wearing off. The Moisture Gel Complex, meanwhile, attracts moisture onto the skin and locks it in place. Primer Plus Mattifier leaves the skin with a cool and breathable texture with a soft matte finish.

### **Primer Plus Radiance SPF 35**

**SRP: € 37,-**

The ultimate multi-tasker, Primer Plus Radiance SPF 35 creates a lit-from-within glow—all while brightening, soothing and evening the complexion. The formula's skin-loving ingredients—Cucumber, Apple, Scutellaria Extract, caffeine and licorice—are joined by ultra-fine pearl pigments and protective SPF 35.

### **Primer Plus Protection SPF 50**

**SRP: € 37,-**

This sheer, fast-absorbing formula helps smooth the texture of the skin while layering detection-free sun protection under foundation. This high level of UVA and UVB helps guard against sun damage, and helps prevent future signs of premature aging. The skin is left hydrated, plumped, and ready to be glammed.

### **Primer Plus Hydrating 3-in-1 Setting Spray**

**SRP: € 30,-**

The final beauty touch to a skin-perfected look: Primer Plus Hydrating 3-in-1 Setting Spray. A spritz of this moisturizing mist, which is enriched with vitamins and botanical extracts, helps set and refresh makeup. Chamomile, Cucumber, Green Tea, and Caffeine help soothe and calm skin, while Panthenol and Vitamin E help nourish and condition. Also use it as a refreshing spray, ideal for quick pick-me-ups.

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Available: September 2018 at all Bobbi Brown Cosmetics Counters and at

[www.bobbibrowncosmetics.com](http://www.bobbibrowncosmetics.com)

For more information, please contact your local Bobbi Brown PR team.

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