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ESTÉE LAUDER REVITALIZING SUPREME+ COLLECTON



Launching January 2023

*Empower Skin's Potential with Multi-Action Moisturizers
featuring Exclusive Hibiscus Morning Bloom Extract and Exclusive Moringa Extract*

As a global skincare authority in high-performance moisturizers, Estée Lauder introduces the **Revitalizing Supreme+ Collection** powered by the latest in anti-aging technology. Building on years of research in skin anti-aging pathways, the collection now features Hibiscus Morning Bloom extract, a highly bioactive plant extract with remarkable collagen power to help skin feel firmer and look more lifted. Hibiscus Morning Bloom extract also helps amplify the benefits of Estée Lauder's exclusive Moringa extract and powerful collagen complex. For the first time, Revitalizing Supreme + moisturizers reveal a more lifted look in three key facial zones - cheeks, nasolabial folds and jawline - leaving facial contours looking more sculpted and defined. Skin feels significantly firmer, with improved density and elasticity, and the look of wrinkles and lines - now including neck lines - is reduced. The beloved silky-soft textures absorb quickly and leave skin feeling comfortable and supple, its barrier strengthened. Skin looks radiant and springs back with new bounce, while feeling deeply nourished with 72-hour hydration, and over time, appearing smoother and more youthful. The **Revitalizing Supreme+ Collection** is now repacked in sleek recyclable glass packaging that is also refillable.

KEY INGREDIENTS

Exclusive Hibiscus Morning Bloom is 99% naturally-derived and harnesses the power of nature to help skin boost natural collagen¹. The extract comes from hand-selected hibiscus sinensis flowers that are specifically harvested in the morning when their natural anti-aging properties are at their peak.

Exclusive Moringa Extract is a powerful naturally-derived extract which helps "turn on" multiple skin anti-aging pathways, including helping neutralize free radicals that cause visible aging. Developed in partnership with internationally renowned plant biologist, Dr. Ilya Raskin of Rutgers University, this Moringa extract is exclusive to Estée Lauder and derived from the nutritionally dense seeds of the *Moringa Oleifera* species.

¹ In-vitro testing

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Ingredient Spotlight: *In vitro testing showed that this Moringa extract increases Nrf2 in skin cells by 76% after 24 hours. The extraction process also helps ensure the valuable nutrients, lipids and proteins of the mighty Moringa are preserved to help deliver exceptional benefits to the skin.*

Collagen-Boosting Technology was developed by Estée Lauder scientists to help support skin's own natural collagen production and rebuild skin firmness. This complex combines Acetyl-hexapeptide-8, a peptide critical for *collagen type I*, plus a marine algae extract and a whey protein. As a critical element of skin's natural support network, collagen is key to giving skin a firmer feel and a more lifted, sculpted, smoother look.

KEY BENEFITS

Lifting + Firming

Estée Lauder research showed that when Hibiscus Morning Bloom extract is combined with Moringa Extract + Collagen-Boosting Technology, skin's natural collagen production is boosted by 10x in just 3 days.² **Revitalizing Supreme+** cremes help restore skin's natural firmness, elasticity, and bounce and now reveal more sculpted looking facial contours and more lifted looking skin in three key zones: cheeks, nasolabial folds and jawline. Lines and wrinkles are significantly diminished for a smoother look and for the first time, neck lines appear reduced.

Healthy Radiance

Skin springs back with new bounce and glows with renewed vitality. A healthy radiance is restored, skin's texture looks more refined and feels smooth as the cremes help support natural cell turnover.

Barrier Strength + Hydration

To help resist the signs of aging, it is critical for skin to remain hydrated, healthy, and nourished. The Revitalizing Supreme+ formulas deeply nourish and strengthen the skin's barrier to help seal in moisture, now providing 72-hour hydration. Formulated with anti-oxidant protection, skin feels calm and comforted with every application.

CITRUS FLORAL SCENT OF REVITALIZING SUPREME+

Revitalizing Supreme+ Collection features an exclusive amber citrus floral scent that opens with sheer top notes of Mandarin and Bergamot combined with beautiful floral heart notes of Tea Rose, Jasmine, and Violet, and evolves with bottom notes of Vetiver, Sandalwood, and Powdery Vanilla.

THE COLLECTION:



NEW Revitalizing Supreme+ Youth Power Soft Milky Lotion: Introducing a new lightweight and refreshing fluid milky lotion to reveal radiance, suppleness, and a deeply hydrated glow. Skin feels firmer - and now, more lifted - in three key facial zones. Featuring powerful technologies, including Estée Lauder's exclusive Moringa extract and new and exclusive Hibiscus Morning Bloom extract, this silky-soft lotion reveals skin's youth potential. The formula helps restore skin's oil/water balance and absorbs quickly into skin. Plumps and smooths the look of fine, dry lines. Stronger, radiant, and deeply hydrated, skin feels supple and glows with a new healthy-looking vitality. Appropriate for all skin types, designed for all ages.

To Use: Apply all over face and neck, AM and PM. Ideal after treatment lotion. Use alone or layer under creme.

After four weeks, 3 key zones look more lifted: cheeks, nasolabial folds, jawline³

After four weeks, skin feels firmer.³

Retails at € 123

² In-vitro testing, versus no treatment

³ Clinical testing on 34 women after using product for 4 weeks.

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Revitalizing Supreme + Youth Power Creme: Empower skin to reach its full potential. Skin looks and feels firmer, radiant, deeply nourished - and now, more lifted - in three key facial zones. Harnessing powerful technology including Estée Lauder's exclusive Moringa and Hibiscus Morning Bloom extracts, this silky-soft, deeply nourishing creme cocoons skin in moisture, strengthening skin's barrier while delivering powerful anti-aging benefits. Significantly improves firmness, density and elasticity for a more lifted look. Reduces the look of lines, wrinkles and now neck lines. Skin is stronger, radiant, deeply hydrated and glows with a new, healthy-looking vitality. Appropriate for all skin types and skin tones.

To Use: Apply over face and neck AM and PM. Ideal after repair serum.

After two weeks 95% of women said skin felt firmer⁴

After four weeks 91% of women said elasticity and bounce improved⁵

After four weeks lines and wrinkles, and neck lines were reduced⁶

Overtime, 3 keys zones were lifted: cheeks, nasolabial folds, jawline⁶

Retails at € 121



Revitalizing Supreme + Youth Power Soft Creme: Empower skin to reach its full potential. An ultra-lightweight creme delivers powerful lifting and sculpting benefits and minimizes the look of pores over time. Featuring exclusive Moringa and Hibiscus Morning Bloom extracts, this high-performance creme significantly improves firmness, density and elasticity for a more lifted look. Reduces the look of lines, wrinkles and now neck lines. Skin is stronger, radiant, deeply hydrated and glows with a new healthy-looking vitality. Appropriate for all skin types. **To Use:** Apply over face and neck AM and PM. Ideal after repair serum.

After two weeks 88% of women said elasticity and bounce improved⁷

After four weeks the appearance of pores looked reduce⁸

Retails at € 121

Revitalizing Supreme + Youth Power Eye Balm: Eye area looks and feels firmer, radiant, deeply nourished and more lifted. With powerful technologies, including Estée Lauder's exclusive Moringa and new Hibiscus Morning Bloom extracts, this richly nourishing eye balm significantly improves firmness and elasticity for a supple and less puffy, more lifted eye area. Reduces the look of eyelid crepiness, eye lines and dark circles. Leaves the eye area looking radiant and more youthful. Appropriate for all skin types.

To Use: Apply AM and PM around eye area. As a weekly eye mask, leave on for 2 minutes, then blot excess with tissue.

After just 8 hours, eye area looked less puffy, more lifted⁹

After 2 weeks, 92% of women said elasticity and bounce around the eyes improved¹⁰

After 2 weeks, 92% of women said their eye area felt smoother¹⁰

Retails at € 77.



Dermatologist-tested, Ophthalmologist-tested, Non-acnegenic, Non-comedogenic, Non-pore clogging / Does not cause breakouts.

Free Of: Mineral Oil, Oil, Sodium Laurel Sulfate/Sodium Laureth Sulfate, Drying alcohol

Availability: REVITALIZING SUPREME+ COLLECTON will be available at all Estée Lauder selling points beginning January 2023.

Press Contacts: For more information, please contact Victoire Klaassen: victoire@mmsby.com, +31 6 432 765 87

⁴ Consumer testing on 110 women after using product for 2 weeks.

⁵ Consumer testing on 110 women after using product for 4 weeks.

⁶ Clinical testing on 54 women, after using product for 4 weeks.

⁷ Consumer testing on 116 women after using product for 2 weeks.

⁸ Clinical testing on 58 women, after using product for 2 weeks.

⁹ Clinical testing on 23 women, after one application.

¹⁰ Consumer testing on 106 women after using product for 2 weeks.