

ESTÉE LAUDER



Re-Nutriv
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ULTIMATE DIAMOND
AGE REVERSAL LOTION
LOTION LONGÉVITÉ ÉCLAT

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ESTÉE LAUDER INTRODUCES RE-NUTRIV ULTIMATE DIAMOND AGE REVERSAL LOTION 200ml

Visible age reversal, bottled. Starting in 14 days. Powered by SIRTIVITY-LP™ technology.

Available as from end of July 2025

Introducing **NEW Re-Nutriv Ultimate Diamond Age Reversal Lotion**, powered by Estée Lauder's patented SIRTIVITY-LP™ technology. This luxurious lotion, inspired by breakthrough skin longevity research, helps unlock visible age reversal, revealing a smoother, more vibrant look as it helps skin maintain peak performance. With one use, it fights redness, soothing the look of irritated skin as it intensely plumps and hydrates for a burst of vitality and rejuvenation, starting with the very first drops.

See visible age reversal starting in just 14 days, improving 6 youth markers:

- Reduces visible lines
- Skin feels smoother
- Improves skin firmness
- Texture is refined
- Help even skin tone
- Radiance is improved

SIRTIVITY-LP™ PATENTED VISIBLE AGE REVERSAL TECHNOLOGY

Backed by 15+ years of brilliant research, Estée Lauder's patented SIRTIVITY-LP™ technology is a radical blueprint to help visibly recapture time. It begins with understanding that skin naturally has a network of youth proteins that fuel its smooth, vibrant, youthful look. Over time, this network weakens - vitality dims and signs of aging appear.

VISIBLE AGE REVERSAL, BOTTLED

For the first time, **NEW Age Reversal Lotion** delivers the extraordinary impact of Re-Nutriv's patented age reversal technology in a water-light treatment lotion. Key ingredients in SIRTIVITY-LP™ technology help support/boost three key proteins in skin.

*Collagen is amplified in as little as 3 days of use, elastin is boosted in 5 days, and after 11 days fibrillin is also boosted*¹. These three proteins form the most vital elements of youthful skin's resilient structure. And by elevating each one, **NEW Age Reversal Lotion** effectively reverses the look of aging in skin: lines appear measurably reduced, skin feels firmer, and elasticity is enhanced. Skin reactivates its look of renewal and recovery, restoring youthfulness and visibly recapturing time.

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BLACK DIAMOND TRUFFLE EXTRACT: FUELS VITAL ENERGY

Our exclusive extract is proven to amplify skin's vital energy with +33% NAD², complementing SIRTIVITY-LP™ and helping fuel visible age reversal. Crafted from Extra Class black diamond truffles harvested exclusively for Re-Nutriv in the southwest of France. Testing showed Re-Nutriv's Black Diamond Truffle Extract helps boost natural skin energy to empower its peak performance for vibrant brilliance. The Extract is responsibly sourced, using Black Diamond Truffles cultivated under INRA certified green and downy oaks, and 99% naturally Derived³.

The cushion-water texture of **NEW Age Reversal Lotion** rapidly absorbs and penetrates into skin, propelling SIRTIVITY-LP™ and other key ingredients deep within the surface. Skin is elevated to a state of readiness for the Re-Nutriv Age Reversal Ritual that follows. To use: Apply AM and PM to clean skin before serum, dispensing a few precious drops onto palms, then pressing gently into cheeks, forehead and chin. Avoid eye area.

The striking, sculptural glass bottle is crafted with a jeweler's precision and is recyclable.

Dermatologist-tested. For all skin types.

Free of Sodium Lauryl Sulfate, Sodium Laureth Sulfate, Drying Alcohol and Mineral Oil.

Availability: NEW RE-NUTRIV ULTIMATE DIAMOND AGE REVERSAL LOTION 200ml is available as from end of July 2025 at the counter exclusives (de Bijenkorf) and at [esteelauder.nl](https://www.esteelauder.nl).

Suggested Retail Price: €165 (200ml).

Press Contacts: For more information or to request images please contact
Paiman Azizi: paiman@mmbssy.com

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PRECISION CLINICAL TESTING:

In the first drops :

- +36% Radiance⁴
- +118% Hydration^{iv}
- +22% Barrier Strength⁵
- 32% Fights Redness⁶

In 14 days:

- Lines
- + Firmness
- + Even Tone
- + Smoother Feel
- + Refined Texture
- + Radiance

In one bottle⁷:

- + 10% Firmness
- + 10% Even Tone
- 16% Lines

¹ In-vitro testing testing on key ingredients

² IN VITRO TESTING OF BLACK DIAMOND TRUFFLE EXTRACT AFTER 24 HOURS.

³ Per ISO Standard 16128. From plant sources, non-petroleum minerals sources, and/or water.

⁴ Clinical testing on 32 women immediately after a single application.

⁵ Clinical testing on 32 women, 4 hours after a single application.

⁶ After pre-treatment period, clinical testing on 25 people measured for 2.5 hours, versus untreated control.

⁷ Clinical testing on 37 women after using product for 12 weeks.