

ESTÉE LAUDER

Live a Life of Extraordinary Beauty

ESTÉE LAUDER INTRODUCES

RE-NUTRIV ULTIMATE DIAMOND TRANSFORMATIVE EYE SERUM

A new whisper-light eye serum reveals a more sculpted look for eyes that reflect a multi-faceted brilliance

Launching January 11th 2020

Experience a total eye transformation with **New Re-Nutriv Ultimate Diamond Transformative Eye Serum**. Infused with Re-Nutriv's skin-energizing Black Diamond Truffle Extract and patented youth-sustaining technology, the eye serum reveals eyes that look more sculpted, tightened – less puffy, and less lined with continued use. Used together, the whisper-light Eye Serum and accompanying cooling Sculpted Ceramic Eye Wand massage tool help to reduce the look of puffiness. Eyes appear visibly energized, less fatigued and more luminous with youthful vitality. The total transformation begins at key facets of the eyes:

- **Under Eyes:** The look of puffiness, dark circles, crepiness and undereye lines is reduced. Skin texture is visibly improved.
- **Outer Eyes:** Skin feels smoother. Crow's feet lines appear reduced.
- **Overall Eye Area:** Eyes appear more radiant, as if alight with the brilliance of a diamond. Skin is hydrated and feels firmer. Skintone looks more even.

BLACK DIAMOND TRUFFLE EXTRACT: A SURGE OF ENERGY

From Southwestern France comes one of nature's rarest treasures: The Black Diamond Truffle. The power of each truffle is unlocked through a process commissioned by Re-Nutriv, brilliantly transforming them into the exclusive, skin-energizing Black Diamond Truffle Extract – nearly 10,000 hours in the making. In vitro testing by Estée Lauder Research showed it helped boost natural skin cell energy and it helped increase natural skin cell survival when exposed to intense stress from UV. This extraordinary extract helps skin stimulate its natural visible vitality.

YOUTH-SUSTAINING TECHNOLOGY: A RARE INNOVATION

Powered by advances in epigenetic-inspired skincare research, the Eye Serum features Re-Nutriv's most advanced youth-sustaining technology, supporting a trio of longevity pathways – SIRT-1, SIRT-3 and SIRT-6. This technology helps skin act younger, longer to sustain a more youthful appearance and rejuvenate the look of eye area skin. In vitro testing showed that Re-Nutriv's youth-sustaining technology starts to boost natural collagen in just 2 hours, and helps skin increase its natural collagen by 215% after 72 hours. When used over time, **Re-Nutriv Ultimate Diamond Transformative Eye Serum** reveals a younger, more sculpted look around the eye area.

THE TOUCH OF LUXURY

Re-Nutriv Ultimate Diamond Transformative Eye Serum includes precious Refined 24K Gold, South Sea Pearls plus illuminating optics, and a blend of soothing ingredients including Lady's Thistle Extract and Marine Algae. The formula's exquisitely soft, fluid texture feels whisper-light, and is easily and quickly absorbed into skin. From the first touch, the eye area feels velvety soft. **Re-Nutriv Ultimate Diamond Transformative Eye Serum** is designed to be used alone or layered under eye creme. Apply every morning and night on clean skin. Pump onto fingertip and gently tap onto eye area. Then, holding the Sculpted Ceramic Eye Wand vertically, sweep the tip from inner corner under eye to temple and repeat. After each use, clean the wand with a tissue to remove any residual product.



SCULPTED CERAMIC EYE WAND: STATE-OF-THE-ART MASSAGE TOOL

The Eye Serum comes with the cooling, Sculpted Ceramic Eye Wand, which helps the formula penetrate into skin and helps instantly and visibly energize and de-puff the eye area. The patent-pending, custom-shaped wand has a flexible neck, allowing the cool-to-the-touch oval, ceramic tip to caress every contour and corner of the eye area. The wand is engineered to attach magnetically on the bottle, snapping into place with a precision click. Three massage techniques, Awakening, Energizing and Infinite Zen, were developed by Re-Nutriv's expert esthetician to indulge the senses and stimulate the results of using the Eye Serum. The techniques can be found online and in-store.

Dermatologist and ophthalmologist tested, fragrance-free.

Availability: NEW RE-NUTRIV ULTIMATE DIAMOND TRANSFORMATIVE EYE SERUM is available at Estée Lauder locations nationwide, at www.esteeauder.be, and at major international airports, Mid-January 2021.

Suggested Retail Price: **€176,50 (15ml)**

Press Contacts: For more information or to request images or samples please contact mwauters@be.clinique.com

TRANSFORMATIVE RESULTS

Consumer and Clinical results of **New Re-Nutriv Ultimate Diamond Transformative Eye Serum:**

INSTANTLY:

- Experience visible depuffing when massaging the Eye Serum in with the included cooling Sculpted Ceramic Eye Wand.

2 WEEKS:

- Lines look reduced.
- Skin feels smoother.
- Skin looks more even-toned.

4 WEEKS:

- Dark circles look minimized.
- Crepey texture appears reduced.
- 92% of women said eye contours looked more sculpted.¹

¹ Consumer testing on 119 women after using product for 4 weeks.