

# CLINIQUE

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Clinique introduces

**New.**

## High Impact Shadow Play™ Shadow + Definer



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Allergy Tested. 100% Fragrance Free. Ophthalmologist Tested.  
Safe for Sensitive Eyes. Safe for Contact Lens Wearers.

## What it is:

A dual-ended eyeshadow with two versatile shades and formulas in one mistake-proof tool to create full eye looks anytime, anywhere.

The creamy crayon texture on one side glides on smooth, is buildable, and easy to blend to create the perfect eyeshadow base with a satin finish.

On the other side, rich, soft powder defines, contours, and adds instant dimension to the eyes with intense, powdered pigments to create a variety of perfected finished looks. The built-in sponge applicator precisely lines, defines, and adds drama to create a high impact look in seconds.

Available in 10 perfectly curated shade pairs designed to suit all skin tones.

Model wears Café au Lait

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# Formula Facts

Available in 10 shade pairs.



Double Latte

Flame + Ember



Royal Couple

## The Clinique Eye Safety Promise:

Ophthalmologist tested

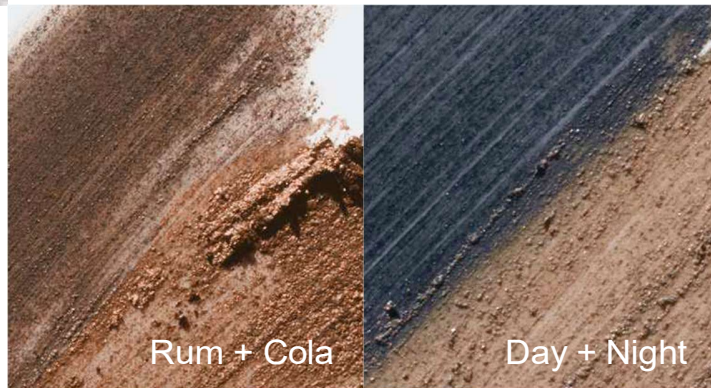
Safe for sensitive eyes

Safe for contact lens wearers



Café au Lait

- 12hr wear
- Fade-resistant
  - Non-settling
  - Non-creasing
  - Non-caking
- Water resistant



Rum + Cola

Day + Night



Champagne + Caviar

Strawberries + Chocolate



Rosé + Truffle

Mixed Greens

## How to use:

**Crayon Usage:** Grip cap securely and gently pull to remove. Turn the barrel up slightly to expose the tip of the crayon. Apply to eyelid as desired including lid, crease, upper lash line, and beneath lower lash line. To close, slide cap onto crayon until a distinct click is heard.



Model wears Day + Night

**Powder Usage:** Unscrew cap. Use sponge tip to apply powder shadow to eyelid as desired including lid, upper lash line, crease, and beneath lower lash line. To reload sponge with powder shadow, re-insert into cap. To close, screw cap onto threads of stick until snug.

Can be layered together or used alone.  
Have fun and play your way.



High Impact Shadow Play™ Shadow + Definer

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# The story behind High Impact Shadow Play™ Shadow + Definer

One stick. Two tricks. Limitless looks. This dual-ended eyeshadow stick features a creamy shadow and a powder definer, paired perfectly to create full eye looks in a flash—no brush required. Comes in 10 perfectly curated shade pairs. From soft neutrals to bold blues, there are shades for all moods and occasions.

Available as from Mid-April in all points of sales for a suggested retail price of €37.

For more information, please contact Wadie El Fakhari [wadie@mmsy.com](mailto:wadie@mmsy.com).



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