

**ESTÉE LAUDER INTRODUCES
NEW ADVANCED NIGHT REPAIR EYE SUPERCHARGED GEL-CREME
SYNCHRONIZED MULTI-RECOVERY**



Launch in August 2022

A revolution in eye care, now brightens the look of dark circles in just 2 weeks with double action to fight visible free radical damage

Since 2013, Estée Lauder has been researching the impact that light has on skin, and in 2018, made a profound discovery that artificial blue light exposure desynchronizes natural nighttime repair in skin cells, which can lead to accelerated signs of skin aging. Now, for the first time, Estée Lauder scientists build on this breakthrough research to reveal that blue light exposure can more than double free-radical production in skin cells.¹

Introducing the next generation of eye care: **NEW Advanced Night Repair Eye Supercharged Gel-Creme** with new double action to fight visible free radical damage. The formula features exclusive FR-Defense™ technology for the first time, which helps resist environmental irritation. The breakthrough gel-crème also neutralizes skin-damaging free radicals and supercharges the look of the entire eye area. Now infused with Chronolux™ Power Signal Technology, the formula helps visibly boost skin repair to diminish initial signs of aging around the eyes, including dark circles, fine lines, dryness, and puffiness. **NEW Advanced Night Repair Eye Supercharged Gel-Crème** brightens dark circles in just 2 weeks, targeting the key dimensions of dark circles including overall appearance, color, location and intensity. Undereye lines look reduced in just 1 week, and the formula delivers 100-hour hydration with just one application. The delicate eye area is left looking renewed, brighter, and more well-rested.

SKIN SCIENCE: FREE RADICALS

Free radicals are infamous skin agers, because they can impact skin in multiple ways, such as causing irritation and damaging collagen, which results in visible signs of aging like dark circles. Exposure to external aggressors, such as pollution and blue light, cause skin damaging free radicals. As the experts in nighttime skincare, Estée Lauder scientists discovered that blue light exposure increases skin's own production of skin-damaging free radicals.

KEY TECHNOLOGY & BENEFITS

Double Action to Fight Visible Free Radical Damage: Resist + Neutralize

- Exclusive FR-Defense™ technology helps skin **RESIST** visible environmental irritation.
- Powerful antioxidants, including Vitamin E, help **NEUTRALIZE** damaging free radicals with 8-hours of antioxidant protection.

Comprehensive Repair: Chronolux™ Power Signal Technology

- For the first time, the new **Eye Gel-Creme** features **Chronolux™ Power Signal Technology**, the proprietary repair technology that powers Advanced Night Repair serum, featuring Estée Lauder's exclusive Tripeptide-32.
 - ANR Eye **RENEWS** eyes' appearance, helping maximize skin's natural night-and-day rhythm, with comprehensive visible results.

¹ In-vitro testing after ~30 minutes of blue light exposure with an immediate measurement.

DARK CIRCLE EXPERTS

Free radical damage, which leads to increased skin irritation, is a key contributor to the appearance of dark circles, as well as other initial signs of eye aging. Estée Lauder scientists have spent 15 years researching dark eye circles across 5,000 women across all ethnicities to understand the dimensions of a dark circle: overall appearance, location, color, and intensity. Backed by this significant research, **NEW Advanced Night Repair Eye Supercharged Gel-Creme** is formulated to target all key dimensions of a dark circle, for brighter more radiant looking eyes.

PROVEN CLINICAL RESULTS

- Dark circles look brighter, now in just 2 weeks²
- Formulated to target all locations of a dark circle: under, upper, inner, and outer corners²
- Reduces the look of dark circles, including a blend of blue/purple and brown²
- Lines and initial signs of eye aging look reduced quickly
- Intensively nourishing formula hydrates for up to 100 hours³
- Instantly, eyes look brighter, more radiant and well-rested

SENSORY TESTING⁴

IMMEDIATELY

- 97% of women said eye area felt soft and supple
- 96% of women said eye area felt comforted, soothed, and nourished
- 94% of women said eye area felt refreshed

AFTER 1 WEEK

- 97% of women said eye area felt smoother
- 93% of women said eye area looked brighter, more radiant
- 91% of women said eye area looked healthy and energized

AFTER 3 WEEKS

- 92% of women said tired eyes looked more rested, less fatigued
- 92% of women said texture of skin in eye area looking more refined
- 91% of women said eye area looked more youthful
- 89% of women said initial signs of aging appeared diminished

AFTER 4 WEEKS

- 84% of women said lines appeared diminished



PRODUCT EXPERIENCE

New Advanced Night Repair Eye Supercharged Gel-Creme feels super silky, lightweight and refreshing as it is applied, with the same beloved texture as the original.

To use: Apply AM and PM to clean skin all around eye area.

Dermatologist and ophthalmologist-tested. Non-acnegenic/non-comedogenic.

CRAFTED WITH CARE

New **Advanced Night Repair Eye Supercharged Gel-Creme** comes in a recyclable glass jar made with up to 15% post-consumer recycled materials. The FSC-certified carton is also recyclable. Recyclability is dependent on local rules.

Estée Lauder uses only high-quality ingredients that are safe for skin.

- Mineral Oil
- Sulfites
- Drying Alcohol
- Synthetic Fragrance

² US/EMEA: Clinical testing on 55 women, after using product for 12 weeks

³ US/EMEA: Clinical testing on 31 women, immediately after 1 product application and after 100 hours.

⁴ US/EMEA: Consumer testing on 279 women after 1 product application, and/or after using product for 1, 3, and 4 weeks, 2x daily.

Patented until 2033. For all ages, all skintones, all skintypes.

Suggested Retail Price: €73.00

Availability: NEW Advanced Night Repair Eye Supercharged Gel-Creme will be available at Ici Paris XL, April, Inno, independent perfumeries and on esteelauder.be beginning August 2022.

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