

# CLINIQUE

---



**NEW Dramatically Different Moisturizing Lotion +<sup>TM</sup>  
SPF 50**

**Available as from beginning of August 2025**

# CLINIQUE

## NEW Dramatically Different Moisturizing Lotion +<sup>TM</sup> SPF 50

Available as from beginning of August 2025

**Allergy Tested. 100% Fragrance Free. Dermatologist Developed. Dermatologist Tested. Safe for Sensitive Skin. Non-comedogenic. Tested on All Skin Tones. Non-photo allergic. Free of Drying Alcohol. SLS/SLES Free.**

### What It Is:

Clinique's beloved Dermatologist Developed moisturizer, **Dramatically Different Moisturizing Lotion**, now available with SPF 50, repairs skin's protective barrier and hydrates for skin that's healthier and more resilient while helping defend against UV rays. The formula, which includes a blend of glycerin and hyaluronic acid, delivers an instant boost of moisture while also providing all day hydration. Lightweight lotion slips on easily, absorbs quickly and doesn't leave a white cast. Works well under makeup.

### Powerful Results:

Clinically proven to strengthen skin's protective barrier and hydrate:

- Rapidly repairs skin's protective barrier by 21% in just 2 hours\*
- Rapidly strengthens skin's protective barrier by 45% in 4 hours\*\*
- Instantly boosts skin's moisture by 58%\*\*\*
- All day hydration

*\*Clinical testing on 20 women.*

*\*\*Clinical testing on 23 women.*

*\*\*\*Clinical testing on 24 women.*

### Powerful Sensory Results:

Instantly:

- 95% say skin instantly looks healthier and more radiant. \*\*\*\*
- 93% say skin instantly feels stronger and more resilient. \*\*\*\*
- 98% say they don't see a white cast. \*\*\*\*

### After 1 week:

98% say it's gentle and non-irritating. \*\*\*\*\*

*\*\*\*\*Consumer testing on 170 women immediately after product use.*

*\*\*\*\*\*Consumer testing on 172 women after 1 week of product use.*

### What It Does:

Lightweight moisturizing lotion strengthens skin's barrier, instantly boosts moisture, and helps protect with SPF without leaving a white cast. Leaves skin healthier and more resilient.

### Skin-Strengthening Formula:

**Glycerin**, a powerful humectant, helps attract and retain moisture to help repair skin's barrier to help keep moisture in and harmful irritants out.

### Instant and All- Day Hydration:

Delivers instant and all-day hydration, soothing skin in need of comfort. **Glycerin and Hyaluronic acid**, moisture-binding ingredients, help infuse skin with plumping hydration, leaving skin feeling soft, smooth, and supple. Replenishes skin's oil-water balance for healthier skin.

### Protects Against UV Rays:

All chemical sunscreen helps defend against skin-damaging UVA and UVB rays. When used as directed, SPF 50 filters up to 98% of UV rays.



# CLINIQUE

## NEW Dramatically Different Moisturizing Lotion +™ SPF 50

Available as from beginning of August 2025

### Who It Is For:

Safe for Sensitive Skin. Tested on All Skin Tones. Non-comedogenic.

### How To Use:

Apply to face in the morning. For best results, use after Liquid Facial Soap and Clarifying Lotion. Dispense 1 to 2 pumps onto fingertips. Spread evenly (all over) your face and neck, avoiding eye area.

### More Responsible Packaging:

Carton is made from responsibly sourced paperboard. Please recycle. To recycle the bottle, remove the pump, then rinse the bottle and place in a recycling bin.

### 3-Step Skin Care System:

Great skin begins with a simple routine that's essential for creating fresh, radiant, resilient skin. Created by our founding dermatologist, 3-Step Skin Care System is scientifically designed to create healthy skin. Just 3 steps, 3 minutes, twice a day to help you achieve and maintain a healthy-looking complexion. Each Step is tailored to your Clinique Skin Type.

### Dermatologist Insight:

Daily cleansing and shaving can take a toll on the skin.

- Remove makeup before cleansing the skin at night (double cleanse).
- Choose a mild cleanser instead of strong soaps that can strip the skin's natural barrier.
- If skin is dry, use a moisturizer that hydrates skin and strengthens the natural barrier. Moisturizers containing commonly recommended ingredients such as urea, glycerin, and HA (Hyaluronic Acid) are advisable.

### Maintaining a Healthy Skin Barrier:

- The skin barrier is a highly specialized structure that helps keep microbes and other irritants from penetrating the skin while preventing excess water loss.
- It's essential for maintaining soft, pliable, and smooth skin. To keep the barrier healthy and intact, use gentle and hydrating skincare products, avoid over-exfoliation, protect the skin from environmental stressors, and maintain a balanced diet and hydration. When the skin barrier is intact and supported, the complexion appears clear, even toned, and balanced.

### What Is Dry Skin?

Dry skin is a chronic skin condition caused by a lack of sebum (oil) production and lack of water due to a leaky barrier. Dryness is associated with impairment in the natural barrier function and/or lack of moisturizing factors in the skin, leading to decreased skin hydration.

### Common Causes of Dry Skin:

- Cold and arid climates.
- Medical treatments and prescription medications.
- Long, hot showers/baths.
- Hormonal changes (menopause, pregnancy).
- Overuse/misuse of harsh, drying, skincare and cosmetic products.
- Overabundant sun and pollution exposure.
- Genetics.
- Natural aging process.



# CLINIQUE

## NEW Dramatically Different Moisturizing Lotion +™ SPF 50

Available as from beginning of August 2025

### How Clinique Can Help Dryness and Dehydration:

- Clinically proven formulas that hydrate and strengthen skin's barrier.
- Lipid-replenishing formulas are designed to help strengthen, hydrate and plump dehydrated skin with ingredients such as pro-lipids (e.g. cholesterol, barley, ceramides), humectants (e.g. glycerin, urea, hyaluronic acid), and ferments (e.g. aloe bioferment).

### THE STORY BEHIND DRAMATICALLY DIFFERENT MOISTURIZING LOTION SPF 50

Our lightweight dermatologist developed moisturizing lotion strengthens skins barrier, instantly boosts moisture, and helps protect with SPF. The formula with glycerin and hyaluronic acid helps attract and retain moisture to help repair and support the skin barrier. Leaves skin healthier and more resilient. Safe for sensitive skin. Tested on all skin tones, no white cast. Dermatologist developed. Allergy tested. 100% fragrance free.

### Suggested Retail Price :

- Dramatically Different Moisturizing Lotion +™ SPF 50 in 50ml : €29
- Dramatically Different Moisturizing Lotion +™ SPF 50 in 75ml : €39

Available as from beginning of August 2025 at all points of sale as well as online at [clinique.nl](https://www.clinique.nl).

---

For more information, please contact Paiman Azizi: [paiman@mmbtsy.com](mailto:paiman@mmbtsy.com).

