

ESTÉE LAUDER

Estée Lauder Introduces “The Night is Yours”

*Estée Lauder Reinforces Authority in Nighttime Beauty and Skincare
with Innovation in Consumer Experience and Product*



Estée Lauder is rolling out a new holistic brand platform across all consumer touch points in fall 2019.

“**The Night is Yours**” builds on the brand’s 35+ years of nighttime skincare expertise and aims to educate and inspire consumers about why night is important for skin.

“**The Night is Yours**” platform offers consumers access to a range of interactive and educational content across multiple product categories through two nighttime consumer journeys – Staying In and Going Out. Based on the consumer’s journey of choice, the brand’s website, social channels and a new “night concierge” distortion in-store will serve dedicated content including “**Did you know?**” skin education animations, application tips and videos, and product ratings and reviews. The “**Staying In**” discovery focuses on nighttime skincare regimens whereas the “**Going Out**” journey is anchored in nighttime makeup looks for different occasions. This concept helps consumers build a personalized, one-to-one emotional connection with the brand as well as create their own customized nighttime regimens, while reinforcing the importance of skincare to enhance the beauty of makeup.

Highlighting Estée Lauder’s commitment to understanding the night, the brand has commissioned a documentary called “Nightbirds”, the first in a series of night-themed films. Directed by Bent-Jorgen Perlmutt and produced by Austin Advisory Group, the film, from executive producer Paul Austin, sheds light on some of the most compelling aspects of the night. Through the lens of a world-renowned composer, a circadian biologist and an expert in Chinese medicine, the documentary focuses on circadian rhythms and the way in which our bodies are in harmony with the night. “Nightbirds” will be submitted to select international film festivals in fall 2019.

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In addition to encouraging the conversation on the restorative power of night, Estée Lauder also continues to develop new breakthrough nighttime skincare solutions. New **Advanced Night Repair Intense Reset Concentrate** launched globally beginning June 2019. This overnight rescue and reset treatment targets visible skin irritation, redness and dehydration, a result of life's high-intensity moments such as frequent travel, constant late nights and seasonal changes.

The NEW Advanced Night Repair Intense Reset Concentrate, with the *Chronolux Technology*™ S.O.S., reduces irritation of the skin in less than an hour. This creamy emulsion-gel with powerful and intense formula makes the skin sharper and softer and tightens the pores.

RESULTS

The NEW Advanced Night Repair Intense Reset Concentrate saves skin and eliminates redness, irritation and dryness. Visibly cleaner and softer, the skin stays hydrated up to 24 hours.



A new rescue and reset treatment for visibly irritated, stressed-out skin from the nighttime skincare experts

New Advanced Night Repair Intense Reset Concentrate is now available at all Estée Lauder points of sale and at esteelauder.be from the 05/08/2019.

Price: € 89 – 20 ml

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