

ESTÉE LAUDER NEW PERFECTIONIST PRO RAPID RENEWAL RETINOL TREATMENT

Professionally inspired power treatment to reveal a dramatically smoother, more even-toned look

Launch: March 2019



Introducing Estée Lauder's **NEW Perfectionist Pro Rapid Renewal Retinol Treatment**, a professionally inspired formula that delivers the skin-renewing strength of pure Retinol to reveal a dramatically smoother, more even-toned look in just 28 days. This patented, retexturizing formula contains a highly effective grade of pure Retinol blended into a stabilized, time-released delivery system, delivering retinol over an extended an extended period. **NEW Perfectionist Pro Rapid Renewal Retinol Treatment** also includes hydrating and soothing ingredients, and was formulated to provide an optimum balance of potency and comfort.

Diminishes the look of lines.

NEW Perfectionist Pro Rapid Renewal Retinol Treatment reduces the appearance of fine and deeper lines to reveal a newly smooth, soft, supple texture.

- This powerful line-diminishing formula pairs a clinically effective grade of skin-renewing Retinol with potent collagen boosters to achieve noticeable results.
- A specialized **polymer system** helps to form a time-release system for a slow, controlled delivery of Retinol into skin over several hours.
- **Hyaluronic Acid**-infused formula helps plump up fine, dry lines from the inside out.

Renews immediately for a more radiant look and softer feel.

The formula starts to accelerate skin's natural cell turnover from day one, and rapidly begins to reveal a smoother texture, for soft, supple skin. Uneven texture is minimized and skin rapidly takes on a refined, radiant, smooth appearance.

Retinol is paired with **skin hydrators** and **Algae Extract** for the optimal balance of comfort and efficacy, this multi-action formula moisturizers and begins to visibly boost skin's radiance upon the first application.

Evens Skintone visibly and significantly.

In only 28 days, the look of uneven skintone is improved, leaving skin with a more even-toned, virtually flawless look and even reduces the look of dark spots.

The comprehensive formula of Retinol paired with powerful antioxidants, including **Vitamins E** and **C**, helps both visibly reverse uneven skintone and also protect against future skin discoloration caused by environmental damage.

Consumers Agreed¹

Immediately, 91% said skin felt softer

In just 7 days, 93% said skin felt smoother

In just 28 days, 93% said skin looked brighter

After 8 weeks, 90% said lines and wrinkles appeared minimized and skin looked more even-toned

Packaging

Retinol is highly sensitive to light and air. To protect the formula's potency and stability, **NEW Perfectionist Pro Rapid Renewal Retinol Treatment** is filled under strict airless conditions and packaged in an innovative, multi-layered, light-blocking aluminum "one-way valve" tube. A black inner layer and freshness seal add an additional layer of protection.

Usage

Massage a pea sized amount over clean, dry skin nightly. Follow with moisturizer. Limit initial use to once every other night for the first two weeks, then increase to nightly usage. Avoid eye area. Use sunscreen and limit sun exposure while using.

For all skin types. Dermatologist-tested. Non-acnegenic.

Availability and price

The **Perfectionist Pro Rapid Renewal Retinol Treatment** will be available on counter from **4 March 2019** via the Estée Lauder counters at at Galeria INNO and online via www.estelauder.be, www.planetparfum.com and www.iciparisxl.be

Suggested retail price € **101,37,-**

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¹ Sensory Testing on 111 women