

ESTÉE LAUDER

ESTÉE LAUDER INTRODUCES

NEW REVITALIZING SUPREME + BRIGHT

Youth Boosting plus Radiance Recharging, Lightweight, Ultra-Nourishing Moisturizers

Launching January 11th 2021

Reveal undeniable luminosity with **NEW Revitalizing Supreme+ Bright**, two new moisturizers for radiant, more youthful, even-toned skin. Featuring a unique blend of *beautyberry* + *vitamin c*, these lightweight, ultra-nourishing moisturizers improves the look of dark spots, while powerful *moringa extract* and a collagen-boosting complex work synergistically to help rebuild skin firmness and bounce. Offered in two texture preferences, an ultra-lightweight **Power Soft Creme** and a silky fluid **Power Soft Milky Lotion**, the formulas provide long-lasting hydration and help restore a more youthful, even-toned look. With continued use, dark spots, including acne marks, appear reduced and skin texture appears more refined.

KEY INGREDIENTS

BEAUTYBERRY + VITAMIN C

This unique blend of *beautyberry* + *vitamin c* targets the deepest layers of skin's surface, specially formulated to help address discoloration and uneven skin tone. The beautyberry extract is derived from the richly colored purple beautyberry found in nature.

EXCLUSIVE MORINGA EXTRACT

A powerful *moringa extract* exclusive to Estée Lauder, is shown in in vitro testing to help activate a protein naturally found in skin that helps "turn on" skin's natural ability to fight environmental aggressors and neutralize free radicals that cause visible aging. Harvested from the moringa seed, this *moringa extract*'s power is released via a patent-pending extraction process and helps target skin's natural anti-oxidant pathways.

COLLAGEN-BOOSTING COMPLEX

A collagen-boosting complex contains three highly effective collagen builders, *acetyl-hexapeptide-8*, *marine algae extract* and *whey protein*, critical to helping skin rebuild its natural firmness and bounce. This powerful blend works together with Estée Lauder's exclusive *moringa extract* to boost skin's natural collagen production in just 72 hours.¹

KEY BENEFITS

REDUCES DARK SPOTS & EVENS TONE

With new *beautyberry extract* + *vitamin c*, the formula helps reduce the look of dark spots, acne marks, and uneven skin tone. Skin looks re-energized and radiant.

RESTORES BOUNCE & REFINES TEXTURE

Exclusive *moringa extract* works with the collagen-boosting complex to amplify skin's natural collagen, while also providing anti-oxidant benefits to help protect and prolong a youthful complexion. Both formulas provide more youthful firmness and bounce, while lines and wrinkles look reduced. By helping perfect and refine the look and feel of skin's texture, a softer, smoother appearance emerges.

NOURISHES & STRENGTHENS



¹ In vitro testing

Skin must remain hydrated, healthy and nourished to help resist signs of aging. Formulated with *cactus stem cell extract* from the prickly pear cactus, with proven barrier-building and nourishing benefits, the formulas help seal in moisture and condition skin. *Hyaluronic acid* helps boost skin's own natural production of *hyaluronic acid* for continuous, long-lasting hydration.

CITRUS FLORAL SCENT OF REVITALIZING SUPREME+ BRIGHT

Revitalizing Supreme+ Bright features the beautiful exclusive scent from the original **Revitalizing Supreme**. This oriental citrus floral scent includes sheer top notes of Mandarin and Bergamot and combines those notes with beautiful floral notes of Tea Rose, Jasmine and Violet and evolves with bottom notes of Vetiver, Sandalwood and Powdery Vanilla.

THE COLLECTION:

Revitalizing Supreme+ Bright Power Soft Creme: Silky soft, ultra-lightweight and instantly nourishing, this oil-free creme helps skin optimize its natural renewal. Skin is intensely hydrated, looks smoother, and feels more supple and deeply nourished. In just two weeks, dark spots, such as acne marks, start to appear reduced². Overtime, skin looks more even-toned and feels firmer, lines and wrinkles look diminished and texture looks more refined.

Women Agreed:

Immediately 95% said skin felt soft, supple, hydrated and refreshed.³

After 6 weeks, 97% said skin felt firmer, with improved bounce.⁴

After 6 weeks, 96% said skin looked more even-toned.⁴

Revitalizing Supreme+ Bright Power Soft Milky Lotion: Silky soft, ultra-lightweight and instantly nourishing, this next-level hydrating fluid helps skin optimize its natural renewal. Skin is intensely hydrated, looks smoother and feels more supple. Over time, dark spots and acne marks look reduced. Skin looks more even-toned and wrinkles look diminished. Free of drying alcohol.

Women Agreed:

Immediately, 91% said skin felt smoother and nourished.⁵

After 6 weeks, 88% said skin felt firmer, with improved bounce.⁶

After 6 weeks, 86% said skin looked more even-toned.⁶

Formulas are suitable for all skin types. Dermatologist-tested. Non-acnegenic.

Free of Mineral oil, Sodium Lauryl Sulfate

Revitalizing Supreme+ Bright Power Soft Crème available at all Estée Lauder points of sale and **Revitalizing Supreme+ Bright Power Soft Milky Lotion** available at Inno Galleries beginning 11/01/2021.

Suggested Retail Price of **Revitalizing Supreme+ Bright Power Soft Crème**: €112,76 (50ml)

Suggested Retail Price of **Revitalizing Supreme+ Bright Power Soft Milky Lotion**: €114,82 (100ml)

Press Contacts: For more information or to request images or samples please contact mwauters@be.clinique.com

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² Clinical testing on 56 women after using product for 2 weeks.

³ Consumer testing on 100 women after one product application.

⁴ Consumer testing on 100 women after using product for 6 weeks.

⁵ Consumer testing on 95 women after one product application.

⁶ Consumer testing on 95 women after using product for 6 weeks.