

ESTÉE LAUDER

BROW PERFECT 3D ALL-IN-1 STYLER

Perfect brows, simplified
Launching in January 2024



Estée Lauder introduces the NEW Brow Perfect 3D All-in-1 Styler. Whether your vibe is natural and effortless, or bold and defined, creating the brow look you want is fast and simple.

In three easy steps, define, fill, and set brows to create your desired look. Fast, intuitive, and easy to apply, Brow Perfect 3D All-in-1 Styler leaves brows looking fuller and less sparse, shaped and defined, and healthy.

Available in 10 shades to address a full spectrum of blondes and brunettes, plus grey and auburn. This 3-in-1 product addresses a variety of brow needs including sparsity, uneven brows, unruly brows, and thin brows.

3-IN-1 SIMPLICITY

- **Micro-precise pencil** allows for exact application and definition. This waterproof, buildable formula was developed to deliver natural, hair-like strokes without harsh lines and is easy to apply and won't drag.
- **Diffusible powder formula** is a lightweight, mess-free, buildable formula. The flexible precision powder tip creates a soft, diffused brow look and fills in fullness.
- **Clear brow setting gel**, Infused with 100% naturally derived conditioning Chestnut Seed Extract, this gel style and sets brows into place to complete the look.

WEAR

When all three components are used together, brows look fuller and less sparse, defined with 24-hour wear.

- Waterproof
- Transfer-proof
- 24-hour wear
- 24-hour non-smudging
- 24-hour fade resistant
- 24-hour fullness
- 24-hour color true
- 24-hour non-flaking



Suggested Retail Price is €31

Availability: NEW Estée Lauder Brow Perfect 3D All-in-1 Styler will be available at all points of sale counters as of January 2024.

Press Contacts: For more information or to request images or samples please contact Tara van Moorsel – tara@mmbusy.com.