



Clinique

Clinique's Summer Essential - New Moisture Surge Tinted Moisturizer SPF 15

NOW ALL-DAY HYDRATION GETS A SPLASH OF COLOUR

Introducing Moisture Surge Tinted Moisturizer SPF 15

OUR BEAUTY SECRET:

Clinique Consultants are beauty experts that educate women around the world on how to achieve healthy looking skin and flawless makeup. “At Clinique, our experts speak directly with consumers to learn their different beauty needs, especially when choosing a foundation with the right amount of coverage,” says Nancy Glass, Clinique’s Skin Care and Makeup Expert. “Some consumers look for foundations with full coverage, while others just want a tint of colour to even skin tone and achieve a natural, polished look, while keeping their skin moisturised. In fact, one of Clinique’s most shared beauty secrets is to add a hint of your favourite foundation to Clinique’s iconic cream-gel, Moisture Surge Extended Thirst Relief, to achieve a beautiful dewy look with sheer coverage that will keep skin completely hydrated.” This feedback helped confirm Clinique’s research: foundation and moisturisation are both important elements in a woman’s beauty regime.

As the #1 premium foundation brand in the world,[1] Clinique has once again developed a product that addresses consumers’ specific makeup needs. Introducing new Moisture Surge Tinted Moisturizer SPF 15 – improving moisturisation immediately and over time, while delivering all-day hydration with a splash of colour.

A super hydrating, lightweight modern gel-cream, this tinted moisturiser offers just enough coverage to create an even, flawless complexion. The smooth texture blends evenly and

effortlessly, leaving skin feeling cool, refreshed and completely hydrated. New Moisture Surge Tinted Moisturizer SPF 15 delivers all day colour, provides an immediate boost of moisturisation and strengthens skin's moisture barrier, bringing dry and delicate skin back to a healthy balance.

Perfect for all foundation-phobes, new Moisture Surge Tinted Moisturizer SPF 15 is appropriate for all skin types and provides a hint of skin-perfecting colour with just enough coverage to make the appearance of imperfections disappear, providing a naturally pretty look.

HOW IT WORKS:

A cocktail of ingredients work together to soothe and calm the skin while delivering intense hydration.

From Clinique's iconic Moisture Surge Extended Thirst Relief aloe barbadensis leaf water works to deliver an intense boost of moisture immediately when applied to the skin.

A crafted balance of ingredients such as treated pigments and film formers work in unison, providing stay-true colour for up to 12 hours without fading. SPF 15 offers sun protection with physical and chemical sunscreens.

Nancy's Tip: Apply with a foundation brush and blend all over to help immediately reduce the appearance of fine lines and wrinkles. Apply after Clinique's 3-Step Skin Care System and skin is left looking healthy and radiant with a natural, flawless finish.

THE DETAILS:

New Moisture Surge Tinted Moisturizer SPF 15 is available in six shades for the fairest to medium/deep complexions.

Allergy Tested. 100% Fragrance Free. Oil-Free. Dermatologist Tested. Ophthalmologist Tested. Non-Comedogenic.

New Moisture Surge Tinted Moisturizer SPF 15, 24ml
RRP £21.00 / €28.00

Exclusively available at Selfridges and Brown Thomas nationwide from 11th March 2011

Available at all Clinique counters nationwide from 15th April 2011

1 Euromonitor International, unit sales calendar year 2009.

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NOTES TO EDITORS:

About Clinique

Introduced in 1968, Clinique was the first ever dermatologist-created, prestige cosmetic brand. Clinique's mission has always been to provide the highest quality and most effective line of products to enhance every skin type and tone. The brand's customised approach and quality products – all meticulously tested and carefully formulated with the latest science – have made Clinique one of the leading skin care authorities in the world. All makeup and skin care products are Allergy Tested and 100% Fragrance Free. Clinique offers products for men and women of all ages and ethnicities. Clinique is sold in more than 135 countries and territories, 17,000 sales locations and on www.clinique.co.uk.