



# UNLEASH YOUR

INNER MAKEU

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## Create New.

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# 2 Mix & Match.

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# **3**Light it on.

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# 4 Rock It.

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SALICYLIC ACID

Cleans, clears & mattifies for long Removes impurities from skin

### PURE&MATTE BRIGHT CHARCOAL BLACK FOAM

- Intense cleansing
- Instant brightness
- Longlasting mattifying effect

THE FUTURE OF YOUR SKIN IS IN YOUR HANDS. YOU'RE WORTH IT TOO

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### Skin Oily Skin:

Oily skin tends to shiny with enlarged pores, and is prone to blackheads and blemishes. You might experience some tightness. Berg suggests you take the "skin test." Wash your face, pat it dry, then take a few pieces of rice paper or lens-cleaning tissue paper and press on different spots on your face. If your skin is oily, the paper will stick, pick up oily spots and become translucent. If the paper doesn't stick or pick up any oily spots, your skin is dry. If it sticks in your t-zone (forehead, nose and chin) then you have combination (or normal) skin. About 70 percent of women have combination skin.

Here are the five different skin types and their characteristics of skin care.

#### Combination/Normal Skin:

This skin type has medium pores, a smooth and even texture, good circulation, healthy color, may tend toward dryness on the cheeks while being oily in the t-zone. The term natural has considerable market value in promoting skin care cosmetic products to consumers, but dermatologists say it has very little medical meaning and the FDA states the claim has no legal meaning. Despite pressure from advocacy groups such as The Environmental Working Group (EWG) the FDA has not defined what natural is or how to achieve it. Contrary to popular belief the FDA does not regulate the sale of skin care and cosmetic products before they are sold. Combination skin occurs when two or more different skin types occur on your face at the same time. Typically, combination skin is when some parts of your face are dry or flaky, while the center part of your face, nose, chin, and forehead (called the Tzone) is oily. Combination skin can also describe conditions where wrinkles and breakouts or rosacea and dry skin are present at the same time.

#### Sensitive Skin:

Sensitive skin tends to be thin, delicate with fine pores. It flushes easily, is prone to broken capillaries, is frequently allergic and can be rashy. Sensitive skin is really a lay term, not a medical term. It has come to mean people who have allergic or irritant reactions to products mostly, but can also mean sometimes people who develop rashes in response to external environmental things such as plants or foods. The reddening of the skin in blotches as a reaction of many shaving and skin care products Painful rashes can appear as a result of certain foods or fragrances.Irritating and general itchiness of the skin in reaction to certain products.

Broken red veins may appear on the cheeks and nose, andThe skin may suddenly become red and tight when exposed to heat or direct sunlight. The skin may suddenly become red and tight when exposed to heat or direct sunlight. exposed to heat or direct sunlight.

#### Dry Skin:

Dry skin feels tight, especially after cleansing. You have a tendency towards fine wrinkles, flaking and red patches. In women of color, skin may appear ashy or dull from dead skin buildup. Dry skin feels tight, especially after cleansing. You have a tendency towards fine wrinkles, flaking and red patches. In women of color, skin may appear ashy or dull from dead skin buildup. Dry skin feels tight, especially after cleansing. You have a tendency towards fine wrinkles, flaking and red patches. In women of color, skin may appear ashy or dull from dead skin buildup. Dry skin feels tight, especially after cleansing. You have a tendency towards fine wrinkles, flaking and red patches. In women of color, skin may appear ashy or dull from dead skin buildup.

#### Aging Skin:

Your skin changes as you age. You might notice wrinkles, age spots and dryness. Your skin also becomes thinner and loses fat, making it less plump and smooth. It might take longer to heal, too. Your skin changes as you age. You might notice wrinkles, age spots and dryness. Your skin also becomes thinner and loses fat, making it less plump and smooth. It might take longer to heal, too. Your skin changes as you age. You might notice wrinkles, age spots and dryness. Your skin also becomes thinner and loses fat, making it less plump and smooth. It might take longer to heal, too. Your skin changes as you age. You might notice wrinkles, age spots and dryness. Your skin also becomes thinner and loses fat, making it less plump and smooth. It might take longer to heal, too. Your skin changes as you age. You might notice wrinkles, age spots and dryness. Your skin also becomes thinner and loses fat, making it less plump and smooth. It might take longer to heal, too.

#### Sun-damaged Skin:

Sunlight is a major cause of skin aging. You can protect yourself by staying out of the sun when it is strongest, using sunscreen with an SPF of 15 or higher, wearing protective clothing, and avoiding sunlamps and tanning beds. Cigarette smoking also contributes to wrinkles. The wrinkling increases with the amount of cigarettes and number of years a person has smoked. This skin also feels tight with visible wrinkles, slack skin tone -- especially around the cheeks and jawline -- with leathery texture and broken capillaries. This skin also feels tight with visible wrinkles, slack skin tone -- especially around the cheeks and jawline with leathery texture and broken capillaries. The wrinkling increases with the amount of cigarettes and number of years a person has smoked. This skin also feels tight with visible wrinkles, slack skin tone especially around the texture and broken capillaries.



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### Advanced Night Repair

Synchronized Recovery Complex Complexe de réparation synchronisée

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New

Advanced Night Repair Eye Synchronized Complex

### DNA damage and skin aging. Now you have more control over it than you think.

### Advanced Night Repair

The one revolutionary formula millions of women can't live without.

Inspired by 25 years of groundbreaking DNA research, Estée Lauder scientists bring you this high-performance serum to help continuously repair the appearance of past damage. With the age-defying power of our exclusive Chronolux<sup>™</sup> Technology, <u>you'll see a dramatic reduction</u> <u>in the visible signs of aging</u>.

### New For Eyes

All the proven repair of our #1 Serum.

With Advanced Night Repair Eye, <u>you'll see a reduction</u> in the look of every key sign of aging around your eyes fine lines, wrinkles, dark circles, dryness, puffiness and uneven skintone.

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