

Estée Lauder shares key launches for Asia Pacific

**As Estée Lauder Companies (ELC) gears up for the TFWA Asia Pacific Exhibition & Conference in Singapore on 8-12 May, it shares a number of its most important launches currently taking place, including additions to its pillar skincare brands; Estée Lauder, Clinique, La Mer and Origins.**



The Estée Lauder skincare brand presents two new cleansers; Advanced Night Micro Cleansing Balm and Advanced Night Micro Cleansing Foam, formulated specifically for a 'special' night cleansing ritual experience.



**Advanced Night Cleanser, Balm.**

"It is important to remove particles like impurities and pollutants that have accumulated on skin during the full day by cleansing in the evening in order to avoid further damage to your skin," says Dr. Nadine Pernodet, Vice President, Skin Biology and BioActives Research & Development, Estée Lauder Companies.

"Our Advanced Night Micro Cleansers are developed to thoroughly cleanse skin without compromising skin's natural protection layer, preparing skin to receive the benefits of the night time skincare regimen."

The Advanced Night Micro Cleansing Balm is available now in travel retail worldwide and The Cleansing Foam will be available from May.

From Clinique, Estée Lauder presents the Even Better Clinical Dark Spot Corrector & Optimizer; a serum housed in a dual-chamber bottle, which is available at Clinique travel retail locations in Asia Pacific.

"This custom delivery system separates Even Better Clinical Dark Spot Corrector from the Optimizer in order to preserve the purity and potency of ingredients until released with the dual chambered pump," says ELC.

From famous makeup artist Bobbi Brown, Estée Lauder introduces Skin Foundation Cushion Compact SPF 50 PA +++, which boasts capsule technology and airtight packaging, which helps minimize drying and preserves the formula's freshness and longevity.



**The Even Better Clinical Dark Spot Corrector & Optimizer.**

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**Bobbi Brown Skin  
Foundation Cushion  
Compact SPF 50 PA +++.**

"Plus, the liquid foundation doesn't saturate the cushion until first use, while the cushion dispenses the perfect amount of product every time," adds Lauder.

"Packed with skin-boosting ingredients like Pink Silk Tree Extract and Caffeine, the multitasking formula rejuvenates and re-energizes skin, while helping to protect it with a moisture-infused anti-pollution barrier and high-level SPF." This product is currently available at Bobbi Brown travel retail locations in Asia Pacific.

New from Jo Malone the limited edition Nashi Blossom scent is said to encapsulate everything that is beautiful about Spring. "Before you even smell the flowers, they are a real spectacle for the eye," says Celine Roux, Jo Malone London Fragrance Director.

"Blooming blossom filled the London Streets, some years ago this inspired us to look a little more closely at the different types of blossom and this is where the idea of a limited edition Blossom Fragrance originally sprung from.

"There are an incredible number of blossoms from Sakura cherry blossom which is so iconic in Kyoto, Japan to silk blossom its unique pompom flowers. All blossoms have something playful and youthful about them."

"This blossom scent is particularly juicy, joyful and radiant. At the same time it's elegant, sophisticated and very Jo Malone London," adds Master Perfumer Fabrice Pellegrin.

The new scent will be available at Jo Malone London travel retail locations worldwide from May 2016.



**New from Jo Malone the  
limited edition Nashi  
Blossom scent.**



From prestige skincare brand La Mer, Lauder introduces The Lifting Eye Serum with its new Stretch Matrix Complex to 'visibly support the architecture of the eye and brow'.

"Designed to create an interlaced net of kelp-infused actives, The Lifting Eye Serum utilizes naturally derived ingredients that work in a targeted manner to help visibly uplift the delicate eye area," says La Mer.

The product is available now at La Mer travel retail locations across the Americas, Europe and Africa. The Lifting Serum will be available across the Middle East and Asia Pacific from May 2016.

**Lifting Eye**

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**Serum from La Mer.** Estée Lauder will introduce two fragrances from its luxury fragrance pillar Tom Ford; Neroli Portofino Acqua and Neroli Portofino Forte. Both are available now in travel retail locations worldwide.

The Acqua scent is a reinvention of the original Portofino juice and is described as a fresher expression of its 'clear and sparkling facets'; it is an irresistibly light way to wear the fragrance's citrus and amber signature, says Tom Ford.

As suggested by the name, Neroli Portofino Forte is described as a 'bold, exhilarating intensification' of Neroli Portofino. "With the impassioned introduction of coastal Italian woods and smooth leather in its composition, Neroli Portofino Forte marks an exquisite monument in the Neroli Portofino Collection," says Lauder.



**Neroli Portofino Forte is described as a 'bold, exhilarating intensification' of Neroli Portofino.**



From its Origins skincare range ELC presents the Mega-Defense SPF 45 Advanced UV Defender and barrier Boosting Essential Oil.

In partnership with Dr. Andrew Weil, the Mega-Defense collection employs a three-tier system to protect skin from pollution, defend from harmful UVA/UVB rays and strengthen skin's barrier to protect from future assault. Together, these products create a smart, breathable shield to help protect skin from today's atmospheric aggressors.

Dr. Andrew Weil for Origins Mega-Defense Barrier-Boosting Essence Oil is now available at Origins Travel Retail locations worldwide, but the UV Defender is only available in Asia Pacific.

**Mega-Defense SPF 45 Advanced UV Defender.**

Lauder's fragrance brand from New York designer, Michael Kors, unveils its newest men's fragrance; Michael Kors Extreme Blue.

"Extreme Blue has a relaxed but powerful attitude that's perfect for a busy, urban life, says Michael Kors. Its inspired by the man who has it all because he knows what he wants and how to get it. It's a heightened way to live."

The fragrance is a blend of bergamot, angelica seed, pink pepper and cardamom, with a heart of juniper, cypress and sage and is available in GTR now.

This spring, Tory Burch (American fashion designer) introduces Jolie Fleur, a collection of three unique fragrances inspired by the flowers and colours in Tory's garden – rose, lily of the valley and tuberose.



**Michael Kors, unveils its newest men's fragrance; Michael Kors Extreme Blue.**



**Tory Burchs Jolie Fleur collection of scents.**

The fragrances, which are said to capture elements of Tory's style, are available now worldwide.



And finally, Aveda's haircare and skincare brands has launched the Daily Light Guard sunscreen, which offers sun and pollution protection.

"Containing 100% mineral-derived sunscreens to help protect against UVA and UVB raysDaily Light Guard is powered by nature to help defend skin's natural beauty from damaging molecules that can prematurely age the look of skin," says Lauder.

"The sun is the premature aging factor we are exposed to most on a daily basis," adds Helga Hefner, Aveda Manager, Professional Spa Education.

"Most people think they may only need to wear a sunscreen on a sunny day, but most UV and environmental damage happens while simply going about your daily routine."

**The Daily  
Light  
Guard  
sunscreen  
from  
Aveda.**