

# *BEAUTY COPY STANDARDS*

**PDP BEFORE & AFTER COMPARISONS**

**COPY CENTRE OF EXCELLENCE**

BEFORE

MAKEUP PRODUCT

Home > ESTEE LAUDER > Double Wear Stay-in-Place Makeup



## ESTÉE LAUDER Double Wear Stay-in-Place Makeup

★★★★☆ (13 reviews) [READ 13 REVIEWS](#) | [WRITE REVIEW](#)

DETAILS

SHIPPING INFO

CUSTOMER CARE

This worry-free, long-wearing makeup stays fresh and looks natural through heat, humidity, nonstop activity. Won't change color, smudge or come off on clothes. Feels lightweight and comfortable. Now the flawless look you see in the morning is the look you keep all day.

- 24-hour wear
- Flawless all day
- Medium to full coverage
- Matte finish
- Oil controlling
- Oil-free
- Fragrance-free
- Dermatologist tested
- Non-acnegenic - won't clog pores

WEB ID #: 0600085047625

HBC Reward Points Earned: 48

[+ ADD TO WISHLIST](#)

**\$48.00** |

SELECT COLOUR: 1C1 Cool Bone



SIZE: One Size

AFTER

MAKEUP PRODUCT

Home > ESTEE LAUDER > Double Wear Stay-in-Place Makeup



## ESTÉE LAUDER Double Wear Stay-in-Place Makeup

★★★★☆ (13 reviews) [READ 13 REVIEWS](#) | [WRITE REVIEW](#)

DETAILS

SHIPPING INFO

CUSTOMER CARE

### WHAT IT IS

A best-selling buildable foundation with 24-hour staying power, lightweight feel and matte finish. 1 oz. Imported.

### WHAT IT DOES

This worry-free, long-wearing makeup stays fresh and looks natural through heat, humidity, nonstop activity. Won't change colour, smudge or come off on clothes. Now the flawless look you see in the morning is the look you keep all day.

### FORMULATION

This foundation is oil-free, oil controlling, dermatologist tested, non-acnegenic, fragrance-free, transfer-resistant and won't look grey on deeper skintones. Medium to full coverage.

### INGREDIENTS

Water/Aqua/Eau; Cyclopentasiloxane; Trimethylsiloxysilicate; Peg/Ppg-18/18 Dimethicone; Butylene Glycol; Tribehenin; Polyglyceryl-3 Diisostearate; Magnesium Sulfate; Tocopheryl Acetate; Polymethylsilsesquioxane; Methicone; Laureth-7; Xanthan Gum; Alumina; Sodium Dehydroacetate; Distearidimonium Hectorite; Cellulose Gum; Propylene Carbonate; Pentaerythrityl Tetra-Di-T-Butyl

## BEFORE

This worry-free, long-wearing makeup stays fresh and looks natural through heat, humidity, nonstop activity. Won't change color, smudge or come off on clothes. Feels lightweight and comfortable. Now the flawless look you see in the morning is the look you keep all day.

- 24-hour wear
- Flawless all day
- Medium to full coverage
- Matte finish
- Oil controlling
- Oil-free
- Fragrance-free
- Dermatologist tested
- Non-acnegenic - won't clog pores

## AFTER

### WHAT IT IS

A best-selling buildable foundation with 24-hour staying power, lightweight feel and matte finish. 1oz. Imported.

### WHAT IT DOES

This worry-free, long-wearing makeup stays fresh and looks natural through heat, humidity, nonstop activity. Won't change colour, smudge or come off on clothes. Now the flawless look you see in the morning is the look you keep all day.

### FORMULATION

This foundation is oil-free, oil controlling, dermatologist tested, non-acnegenic, fragrance-free, transfer-resistant and won't look grey on deeper skintones. Medium to full coverage.

### INGREDIENTS

Water\Aqua\Eau; Cyclopentasiloxane; Trimethylsiloxysilicate; Peg/Ppg-18/18 Dimethicone; Butylene Glycol; Tribehenin; Polyglyceryl-3 Diisostearate; Magnesium Sulfate; Tocopheryl Acetate; Polymethylsilsesquioxane; Methicone; Laureth-7; Xanthan Gum; Alumina; Sodium Dehydroacetate; Distardimonium Hectorite; Cellulose Gum; Propylene Carbonate; Pentaerythrityl Tetra-Di-T-Butyl Hydroxyhydrocinamate; Phenoxyethanol; [+/- Iron Oxides (Ci 77491, Ci 77492, Ci 77499); Mica; Titanium Dioxide (Ci 77891)] <ILN39010>

BEFORE

MAKEUP TOOL

Home > Beauty > Defining Powder Brush 40



## ESTEE LAUDER Defining Powder Brush 40

★★★★★ (No reviews) Be the first to [WRITE A REVIEW](#)

DETAILS

SHIPPING INFO

CUSTOMER CARE

Define the look of your face with this specially designed powder brush. The large, sculpted shape precisely sweeps over contours and angles for all-over application or targeted contouring and highlighting.

- Perfect for loose, pressed, highlighting or bronzing powder
- Manufactured and precision-trimmed with meticulous care
- Wooden handles are short and lightweight, allowing for even, effortless application
- Imported

WEB ID #: 0600088906507

HBC Reward Points Earned: 52

[+ ADD TO WISHLIST](#)

**\$52.00** |

SELECT COLOUR: no color



Size: One Size

**One Size**

QUANTITY

1 ▾

Ship It

Pick Up In Store

[Home](#) > [Beauty](#) > [Defining Powder Brush 40](#)

## ESTÉE LAUDER Defining Powder Brush 40

★★★★★ (No reviews) Be the first to [WRITE A REVIEW](#)

[DETAILS](#)[SHIPPING INFO](#)[CUSTOMER CARE](#)

### WHAT IT IS

A specially designed powder brush. The large, sculpted shape precisely sweeps over contours and angles for all-over application or targeted contouring and highlighting. Imported.

### DETAILS

- Perfect for loose, pressed, highlighting or bronzing powder
- Manufactured and precision-trimmed with meticulous care
- Wooden handles are short and lightweight, allowing for even, effortless application

\$52.00

SELECT COLOUR: no color



Size: One Size

One Size

QUANTITY

1

Ship It

Pick Up In Store

## BEFORE

Define the look of your face with this specially designed powder brush. The large, sculpted shape precisely sweeps over contours and angles for all-over application or targeted contouring and highlighting.

Perfect for loose, pressed, highlighting or bronzing powder

Manufactured and precision-trimmed with meticulous care

Wooden handles are short and lightweight, allowing for even, effortless application

Imported

## AFTER

### WHAT IT IS

A specially designed powder brush. The large, sculpted shape precisely sweeps over contours and angles for all-over application or targeted contouring and highlighting. Imported.

### DETAILS

- Perfect for loose, pressed, highlighting or bronzing powder
- Manufactured and precision-trimmed with meticulous care
- Wooden handles are short and lightweight, allowing for even, effortless application

BEFORE

SKINCARE CLEANSER

Home > Beauty > Skin Care > Cleansers > Nutritious Micro-Algae Pore Purifying Cleansing Jelly



## ESTÉE LAUDER Nutritious Micro-Algae Pore Purifying Cleansing Jelly

★ ★ ★ ★ ★ (No reviews) Be the first to [WRITE A REVIEW](#)

DETAILS

SHIPPING INFO

CUSTOMER CARE

A cleansing gel that removes makeup particles and impurities and leaves skin feeling soft, supple and fresh.

- Gentle, non-drying formula
- Purifying, cleansing
- Helps control
- 125ml
- Imported

WEB ID #: 0600089421050

HBC Reward Points Earned: 36

[+ ADD TO WISHLIST](#)

**\$36.00**

SELECT COLOUR: no color



Size: One Size

**One Size**

QUANTITY

1 ▼

Ship It

Pick Up In Store

AFTER

SKINCARE CLEANSER

Home > Beauty > Skin Care > Cleansers > Nutritious Micro-Algae Pore Purifying Cleansing Jelly



## ESTÉE LAUDER Nutritious Micro-Algae Pore Purifying Cleansing Jelly

★ ★ ★ ★ ★ (No reviews) Be the first to [WRITE A REVIEW](#)

**DETAILS**

SHIPPING INFO

CUSTOMER CARE

### WHAT IT IS

A cleansing gel made with a gentle, non-drying formula. 125ml. Imported.

### WHAT IT DOES

Removes makeup particles and impurities and leaves skin feeling soft, supple and fresh. Helps control oil.

### HOW TO USE IT

Lather and massage over damp face AM and PM. Rinse. Avoid eye area.

### INGREDIENTS

Water\Aqua\Eau , Sodium Laureth Sulfate , Acrylates Copolymer , Glycerin , Disodium Cocoamphodipropionate , Lauramidopropyl Betaine , Cucumis Sativus (Cucumber) Fruit Extract , Asparagus Officinalis Stem Extract , Chlorella Vulgaris Extract , Echinacea Purpurea (Coneflower) Extract , Panax Ginseng (Ginseng) Root Extract , Lactobacillus Ferment , Camellia Sinensis Leaf Extract , Laminaria Saccharina Extract , Chlorophyllin-Copper Complex , Biotin , Saccharomyces Ferment Filtrate , Glucose Oxidase , Lactoperoxidase , Spirulina Platensis (Algae) Powder , Caffeine , Laminaria Digitata Extract , Glucose , Butylene Glycol , Laureth-2

## BEFORE

A cleansing gel that removes makeup particles and impurities and leaves skin feeling soft, supple and fresh.

- Gentle, non-drying formula
- Purifying, cleansing
- Helps control
- 125ml
- Imported

## AFTER

### WHAT IT IS

A cleansing gel made with a gentle, non-drying formula. 125ml. Imported.

### WHAT IT DOES

Removes makeup particles and impurities and leaves skin feeling soft, supple and fresh. Helps control oil.

### HOW TO USE IT

Lather and massage over damp face AM and PM. Rinse. Avoid eye area.

### INGREDIENTS

Water\Aqua\Eau , Sodium Laureth Sulfate , Acrylates Copolymer , Glycerin , Disodium Cocoamphodipropionate , Lauramidopropyl Betaine , Cucumis Sativus (Cucumber) Fruit Extract , Asparagus Officinalis Stem Extract , Chlorella Vulgaris Extract , Echinacea Purpurea (Coneflower) Extract , Panax Ginseng (Ginseng) Root Extract , Lactobacillus Ferment , Camellia Sinensis Leaf Extract , Laminaria Saccharina Extract , Chlorophyllin-Copper Complex , Biotin , Saccharomyces Ferment Filtrate , Glucose Oxidase , Lactoperoxidase , Spirulina Platensis (Algae) Powder , Caffeine , Laminaria Digitata Extract , Glucose , Butylene Glycol , Laureth-2 , Sodium Pca , Potassium Hydroxide , Polysorbate 20 , Caprylyl Glycol , Polyquaternium-7 , Sodium Sulfate , Sodium Chloride , Propanediol , Xanthan Gum , Alcohol , Citric Acid ,

BEFORE

SKINCARE SERUM

Home > Beauty > Skin Care > Serums & Essences > Advanced Night Repair Synchronized Recovery Complex II



## ESTÉE LAUDER Advanced Night Repair Synchronized Recovery Complex II

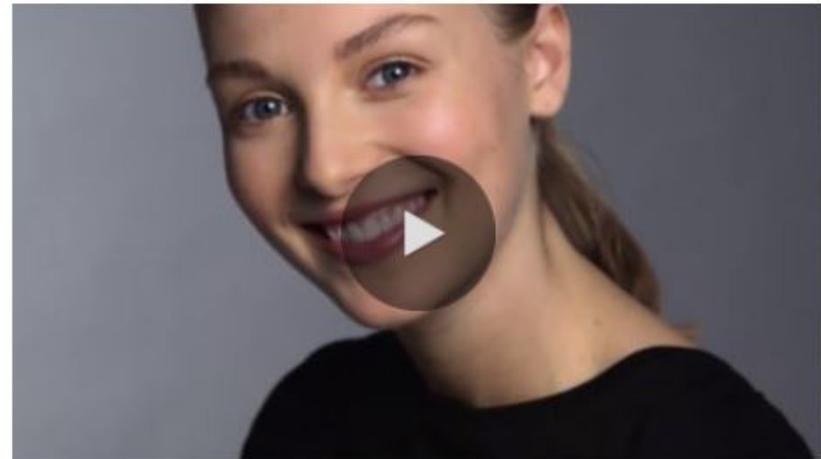
★★★★☆ (14 reviews) [READ 14 REVIEWS](#) | [WRITE REVIEW](#)

DETAILS

SHIPPING INFO

CUSTOMER CARE

Wake up to beautiful skin, every day. Address all key signs of visible aging with exclusive ChronoluxCB™ Technology for more comprehensive and precise nighttime repair. Promotes a natural nighttime purification process, vital to younger-looking skin. Tested and proven: Lines and wrinkles look significantly reduced. Skin feels smoother, hydrated, stronger. Looks younger, radiant, more translucent and even toned. Proven effective for every ethnicity. 25+ Patents & Patents Pending Worldwide.



WEB ID #: 0600086314267

HBC Reward Points Earned: 120

[+ ADD TO WISHLIST](#)

AFTER

SKINCARE SERUM

Home > Beauty > Skin Care > Serums & Essences > Advanced Night Repair Synchronized Recovery Complex II



## ESTÉE LAUDER Advanced Night Repair Synchronized Recovery Complex II

★★★★☆ (14 reviews) [READ 14 REVIEWS](#) | [WRITE REVIEW](#)

**DETAILS**

[SHIPPING INFO](#)

[CUSTOMER CARE](#)

### WHAT IT IS

A best-selling repairing serum formulated to address signs of aging. Imported.

### WHAT IT DOES

Tested and proven: Advanced Night Repair dramatically reduces the look of all key signs of aging. Skin feels smoother, hydrated, stronger. Looks younger, radiant, more translucent and even toned. It maximizes the power of skin's natural nighttime renewal with our exclusive ChronoluxCB™ Technology. Also includes Hyaluronic Acid, nature's "moisture magnet," to help lock in moisture. Promotes a natural nighttime purification process, vital to younger-looking skin.

### WHO IT'S FOR

For all skin types and ethnicities. Ideal for multiple signs of aging, dryness, dehydration, dullness, and loss of radiance.

### FORMULATION

This repair serum is oil-free, fragrance-free, non-acnegenic, dermatologist tested and ophthalmologist tested.

### HOW TO USE IT

## BEFORE

Wake up to beautiful skin, every day. Address all key signs of visible aging with exclusive ChronoluxCB™ Technology for more comprehensive and precise nighttime repair. Promotes a natural nighttime purification process, vital to younger-looking skin. Tested and proven: Lines and wrinkles look significantly reduced. Skin feels smoother, hydrated, stronger. Looks younger, radiant, more translucent and even toned. Proven effective for every ethnicity. 25+ Patents & Patents Pending Worldwide.

## AFTER

### WHAT IT IS

A best-selling repairing serum formulated to address signs of aging. Imported.

### WHAT IT DOES

Tested and proven: Advanced Night Repair dramatically reduces the look of all key signs of aging. Skin feels smoother, hydrated, stronger. Looks younger, radiant, more translucent and even toned. It maximizes the power of skin's natural nighttime renewal with our exclusive ChronoluxCB™ Technology. Also includes Hyaluronic Acid, nature's "moisture magnet," to help lock in moisture. Promotes a natural nighttime purification process, vital to younger-looking skin.

### WHO IT'S FOR

For all skin types and ethnicities. Ideal for multiple signs of aging, dryness, dehydration, dullness, and loss of radiance.

### FORMULATION

This repair serum is oil-free, fragrance-free, non-acnegenic, dermatologist tested and ophthalmologist tested.

### HOW TO USE IT

Apply on clean skin before your moisturizer. Use several drops. Smooth in gently all over face and throat.

**AFTER**

**CONTINUED**

## **RESEARCH RESULTS**

More than 75% of women felt their skin looked more youthful in just 4 weeks. 82% felt their skin was immediately hydrated. 83% felt their skin looked healthier, fresher, more rested in just 4 weeks.

## **INGREDIENTS**

Water\Aqua\Eau; Bifida Ferment Lysate; Methyl Gluceth-20; Peg-75; Bis-Peg-18 Methyl Ether Dimethyl Silane; Butylene Glycol; Propanediol; Cola Acuminata (Kola) Seed Extract; Hydrolyzed Algin; Pantethine; Caffeine; Lecithin; Tripeptide-32; Ethylhexylglycerin; Sodium Rna; Bisabolol; Glycereth-26; Squalane; Sodium Hyaluronate; Oleth-3 Phosphate; Caprylyl Glycol; Lactobacillus Ferment; Oleth-3; Oleth-5; Anthemis Nobilis (Chamomile); Yeast Extract\Faex\Extrait De Levure; Choeth-24; Hydrogenated Lecithin; Ceteth-24; Tocopheryl Acetate; Ethylhexyl Methoxycinnamate; Hexylene Glycol; Carbomer; Triethanolamine; Trisodium Edta; Bht; Xanthan Gum; Phenoxyethanol; Red 4 (Ci 14700); Yellow 5 (Ci 19140) <ILN39632>

## **VIDEO STILL INCLUDED**

BEFORE

SKINCARE MOISTURIZER

Home > Beauty > Skin Care > Moisturizers > Daywear Advanced Multi-Protection Oil Free Creme Spf 25



## ESTÉE LAUDER Daywear Advanced Multi-Protection Oil Free Creme Spf 25

★★★★★ (3 reviews) [READ 3 REVIEWS](#) | [WRITE A REVIEW](#)

DETAILS

SHIPPING INFO

CUSTOMER CARE

It's the most important thing you'll put on today. With our most effective anti-oxidant power ever, to defend against signs of premature aging and diminish their appearance. Oil-free formula helps safeguard skin with advanced broad-spectrum sunscreen. Visibly reduces the first signs of aging, like dullness and fine, dry lines. Skin feels smoother, looks fresher and healthier instantly. Wear daywear and feel confident in your beautiful skin. Oil-free.

WEB ID #: 0600085221384

HBC Reward Points Earned: 68

[+ ADD TO WISHLIST](#)

\$68.00

SELECT COLOUR: No Colour



Size: 50 ml

50 ml

QUANTITY

1

Ship It

Pick Up In Store

AFTER

SKINCARE MOISTURIZER

Home > Beauty > Skin Care > Moisturizers > Daywear Advanced Multi-Protection Oil Free Creme Spf 25



## ESTÉE LAUDER Daywear Advanced Multi-Protection Oil Free Creme Spf 25

★★★★★ (3 reviews) [READ 3 REVIEWS](#) | [WRITE A REVIEW](#)

**DETAILS**

[SHIPPING INFO](#)

[CUSTOMER CARE](#)

### WHAT IT IS

A high-performance daily moisturizer that prevents and reduces the signs of aging. 50ml. Imported.

### WHAT IT DOES

DayWear includes the proven Super Anti-Oxidant Complex and Broad Spectrum sunscreen. It reduces the first signs of aging, like dullness and fine, dry lines. Refreshes skin with lasting 24-hour hydration. Helps control surface oil.

### WHO IT'S FOR

For normal and combination skin types. Ideal for reducing fine lines, dryness, dehydration, dullness, and loss of radiance.

### FORMULATION

This moisturizer is oil-free, oil controlling, dermatologist tested, non-acnegenic. It has a broad spectrum SPF of 25.

### HOW TO USE IT

Apply AM and PM after the Repair Serum.

## BEFORE

It's the most important thing you'll put on today. With our most effective anti-oxidant power ever, to defend against signs of premature aging and diminish their appearance. Oil-free formula helps safeguard skin with advanced broad-spectrum sunscreen. Visibly reduces the first signs of aging, like dullness and fine, dry lines. Skin feels smoother, looks fresher and healthier instantly. Wear daywear and feel confident in your beautiful skin. Oil-free.

## AFTER

### WHAT IT IS

A high-performance daily moisturizer that prevents and reduces the signs of aging. 50ml. Imported.

### WHAT IT DOES

DayWear includes the proven Super Anti-Oxidant Complex and Broad Spectrum sunscreen. It reduces the first signs of aging, like dullness and fine, dry lines. Refreshes skin with lasting 24-hour hydration. Helps control surface oil.

### WHO IT'S FOR

For normal and combination skin types. Ideal for reducing fine lines, dryness, dehydration, dullness, and loss of radiance.

### FORMULATION

This moisturizer is oil free, oil controlling, dermatologist tested, non-acneogenic. It has a broad spectrum SPF of 25.

### HOW TO USE IT

Apply AM and PM after the Repair Serum.

**Because the ingredient list is quite lengthy for this product, we would reach out to the vendor for a customer-friendly list (if available).**