




























CLINIQUE Heroes|Build the Basket


























Top rated, best-selling & most loved by clients. Heroes @ Clinique are the key products that inspire consumer love and enhance brand equity. Learn more about our Clinique Heroes below.

	Product	Benefits/Claims	Build the Basket	Hero in Action/ Testimonials
Prep	 TAKE THE DAY OFF™ CLEANSING BALM  TAKE THE DAY OFF™ CHARCOAL CLEANSING BALM	Removes Makeup  Our #1 makeup remover in a silky balm formula that gently dissolves makeup. Cleans thoroughly, rinses completely.  Formulated with Japanese Charcoal, it also detoxifies pores from excess oil, leaving skin clear and deeply cleansed.  <b>Over 95% removal of face makeup, sunscreen and pollutants.*</b>  <small>*Average removal of longwearing foundation, hybrid sunscreen and carbon powder.</small>	 CLARIFYING LOTION*  +  MOISTURE SURGE™ 100H	
	 CLARIFYING LOTION TWICE A DAY EXFOLIATOR*	Exfoliates   Preps  Gentle liquid exfoliator sweeps away dulling flakes, excess oil. Preps skin for moisturizer. Helps improve skin's texture so it is softer, smoother and more radiant by regulating skin's natural cell renewal process.	 ALL ABOUT CLEAN™ LIQUID FACIAL SOAP*  +  DRAMATICALLY DIFFERENT™ MOISTURIZING LOTION+*	
	 DRAMATICALLY DIFFERENT™ MOISTURIZING LOTION+  DRAMATICALLY DIFFERENT™ MOISTURIZING GEL	Hydrates   Strengthens  Clinique's bestselling face moisturizer. Dermatologist-developed formula helps <b>strengthen skin's moisture barrier by 34% in 4 hours.</b>  Dermatologist-developed oil-free face moisturizer balances and refreshes oilier skin types. <b>Provides 8 hours of oil-free hydration.</b>	 ALL ABOUT CLEAN™ LIQUID FACIAL SOAP*  +  CLARIFYING LOTION*	
Hydrate & Glow	 MOISTURE SURGE™ 100H AUTO-REPLENISHING HYDRATOR	Hydrates   Soothes  Our refreshing fan-favorite hydrator. Lightweight, oil-free gel-cream penetrates deep, lasts 100 hours.  <b>After one use: 174% immediate boost in moisture</b>	 MOISTURE SURGE™ SPF 28 SHEER HYDRATOR  +  ALL ABOUT EYES™**	
Eye Care	 ALL ABOUT EYES™  ALL ABOUT EYES™ RICH	Hydrates + Depuffs  Lightweight, refreshing eye cream hydrates, brightens and reduces the look of puffiness, and helps minimize under eye circles.  Moisture-rich eye cream soothes, de-puffs and diminishes the look of undereye circles, shadows, fine lines.	 HIGH IMPACT HIGH-FI™ FULL VOLUME MASCARA  +  TAKE THE DAY OFF™ FOR LIPS, LASHES & LIPS	<p>"This product is great for reducing puffiness under eyes and the gel formula feels great when applying the product."</p> <p>—Aman Clinique.com</p>
Lift/Firm/Smooth	 CLINIQUE SMART CLINICAL REPAIR™ WRINKLE CORRECTING SERUM	Repairs   Resurfaces   Replumps  Laser-focus clinical serum targets a full range of lines and wrinkles, attacking from multiple angles.  <b>As effective as one laser treatment on the look of lines and wrinkles, after 16 weeks.*</b>  <small>*In a clinical study after 16 weeks, women who had one laser treatment showed the same improvement in the overall look of lines and wrinkles as those who used Smart Serum twice daily. Laser used: microablative, deka dot SmartSkin CO2™ (Cynosure, Westford, MA) with CO2 fractional tech.</small>	 CLINIQUE SMART CLINICAL REPAIR™ WRINKLE CORRECTING EYE CREAM  +  CLINIQUE SMART CLINICAL REPAIR™ WRINKLE CORRECTING CREAM  CLINIQUE SMART CLINICAL REPAIR™ LIFTING FACE + NECK CREAM	
	 CLINIQUE SMART CLINICAL REPAIR™ WRINKLE CORRECTING CREAM  CLINIQUE SMART CLINICAL REPAIR™ LIFTING FACE + NECK CREAM	Strengthens   Smooths   Hydrates  Lifts   Smooths   Hydrates  Wrinkle-fighting cream helps strengthen and nourish for smoother, younger-looking skin.  Clinically proven to visibly lift skin on face and neck, visibly reduce lines and wrinkles, and smooth neck crepiness.  <b>100% show a more lifted-looking face and neck.*</b>  <small>*Clinical testing on 36 women after using the product for 12 weeks.</small>	 CLINIQUE SMART CLINICAL REPAIR™ WRINKLE CORRECTING SERUM  +  CLINIQUE SMART CLINICAL REPAIR™ BROAD SPECTRUM SPF 30 WRINKLE CORRECTING CREAM	

\*Custom-fit by Skin Type. \*\*Available in All About Eyes Rich.

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Even Tone & Perfect	 EVEN BETTER CLINICAL™ DARK SPOT SERUM	Evens Skin Tone  Powerful brightening serum helps visibly correct discoloration, including acne marks.  <b>See a 39% visible reduction in dark spots.*</b> <small>*Clinical testing on 52 women after using Even Better Clinical Serum, twice daily for 12 weeks.</small>	 +  EVEN BETTER CLINICAL™ BRIGHTENING MOISTURIZER EVEN BETTER™ MAKEUP SPF 15	<i>"It cleared up dark spots on my face and drastically reduced lines around my nose."</i> —KC, Clinique.com
	 EVEN BETTER™ MAKEUP SPF 15	Coverage: Medium Finish: Natural  Dermatologist-developed foundation visibly reduces dark spots in 12 weeks with 24H wear.  <b>90% say skin feels comfortable all day.*</b> <small>*Consumer testing on 546 women after using product for 2 weeks.</small>	 +  MOISTURE SURGE™ 100H CLARIFYING LOTION*	
	 EVEN BETTER CLINICAL™ SERUM FOUNDATION SPF 25	Coverage: Full Finish: Matte  Correct, plump & smooth with 3 serum technologies.  <b>In as little as 8 weeks, skin appears more even toned, radiant and smoother even after makeup is removed.</b>	 +  MOISTURE SURGE™ 100H TAKE THE DAY OFF™ CLEANSING BALM	
Color Favorites	 HIGH IMPACT™ MASCARA HIGH IMPACT HIGH-FI™ FULL VOLUME MASCARA	Volume   Definition  Instant Full Volume  Lusher, plusher, bolder lashes for the most dramatic look.  <b>51% more volume, instantly.</b>  Ultra-pigmented, fiber-infused, nourishing mascara gives lashes amp'd-up volume for the fullest lashes.  <b>230% more volume, instantly.*</b> <small>*Clinical testing on 31 women.</small>	 +  ALMOST LIPSTICK BLACK HONEY TAKE THE DAY OFF™ FOR LIPS, LASHES & LIPS	
	 ALMOST LIPSTICK BLACK HONEY	Universal Shade  Not quite lipstick, not quite gloss—its emollient texture is more like a balm you can easily layer.  Transparent pigments merge with one's natural lip tone to create a chameleon-like effect that flatters all skin tones; yet looks unique on each person who wears it.  <b>Clinique's #1 Lipstick!</b>	 +  HIGH IMPACT HIGH-FI™ FULL VOLUME MASCARA TAKE THE DAY OFF™ FOR LIPS, LASHES & LIPS	
Fragrance	 CLINIQUE HAPPY™ PERFUME SPRAY	A hint of citrus A wealth of flowers A mix of emotions  Our best-selling women's fragrance. Every citrus-bright, floral-fresh note holds the promise of a happy day.  <b>97% of people feel happy when they smell Happy.*</b> <small>*Clinique commissioned a third party neurosensory study to capture the conscious and subconscious emotional responses of women who were drawn to the scent.</small>	 +  CLINIQUE HAPPY™ BODY CREAM ALMOST LIPSTICK BLACK HONEY	<i>"This is my all-time favorite perfume. It smells fresh and isn't too strong. Something you can use daily!"</i> —Monsku Clinique.com
	 CLINIQUE HAPPY™ FOR MEN COLOGNE SPRAY	Cool Crisp A hint of citrus  A refreshing scent for men. Wear it and be happy.	 +  FACE SCRUB MOISTURIZING LOTION	<i>"Crisp, fresh, and invigorating! A burst of bright citrus blended with a cool, oceangoing vibe. My favorite for many years"</i> —Tennis Guy Clinique.com