

# Re-Nutriv Ultimate Diamond Brilliance Serum



## WHY THERE'S ONLY 1

An exquisite serum powered by the Black Diamond Truffle, with benefits inspired by the outer beauty and inner strength of a diamond.

### 3 THINGS TO REMEMBER

#### DIAMOND BRILLIANT SKIN–

By helping skin achieve the perfect balance of a stunning surface and youthful structure, this extraordinary serum transforms the look of key facets of your beauty.

#### STUNNING SURFACE–

Improves skin's radiance, reduces the look of spots including acne marks and dark spots, evens skin tone and minimizes the look of pores so skin looks transformed, revealing a new luminosity. Plus, skin feels smoother and looks less-lined.

#### YOUTHFUL STRUCTURE–

Improves skin's firmness and elasticity, helping skin retain its youthful inner structure. Skin feels fortified, with more spring and bounce.

### SELL IT

Dispense one pump to the back of hand. Massage into hand.

Notice the weightless, refreshing, and fast-absorbing texture.

Share the benefits of a stunning surface and youthful structure.

Point out the beautiful herbaceous floral scent featuring fresh green and citrus notes of lemon and grapefruit as well as muguet, jasmine, and rose petals.

Compare hands and notice the difference.

### HOW TO USE

Treat your customer to our Diamond Sculpting Facial Ritual. Watch the how-to video on ELX, your retailer E-Learning platform, or on your in-store iPad app and use the detailed steps below to follow along.

- STEP 1: Begin by energizing and warming the skin. Using both hands, "hug" face in a diamond shape: from chin to ear (along the jawline), then from ear to forehead, then cup the middle of the face. Encourage customer to take a deep, calming breath with each "hug".
- STEP 2: Activate the diamond facets of your skin by applying gentle pressure to traditional energy points with your middle fingers above the brow bone, outer eye, below cheekbone (on hinge of jaw), and chin. Press and hold on each point for 5 seconds.
- STEP 3: Apply a generous amount (slightly less than almond amount) of Diamond serum to fingers, then press fingertips together. Apply to four points of a diamond: top of forehead, each cheek, and chin. Smooth the creme gently over skin, moving from the center of the face and out.
- STEP 4: Trace the diamond shape using your palms with an uplifting motion using light but distinct pressure. Repeat each step 3 times.
- Diamond Jawline: Place palms at jawline, glide up toward temples. Ease pressure at temples then glide outward past hairline.
- Diamond Forehead: Place base of palms above eyelid, under brow. Glide palms upward just above the brow, then pause just before reaching hairline. Pivot palms and glide flat down toward temples. Ease pressure at temples, then glide outward past hairline.

### INGREDIENT HIGHLIGHTS



#### BLACK DIAMOND TRUFFLE–

Our Extra-Class grade truffles are grown in the South of France, which are hand-harvested once a year, just for us, and go through a proprietary extraction process in which they are finely ground, double-filtered and ultra-purified, yielding our pure, potent extract.

Our potent extract is nearly 10,000 hours in the making and helps to energize the 100 million skin cells on your face, helping to amplify skin's natural energy.



#### YOUTH-SUSTAINING TECHNOLOGY–

Helps skin's natural activation of longevity proteins to help skin perform at its peak. Skin looks and acts younger. This technology helps to boost skin's natural energy production and to promote skin's natural elastin production. Skin feels firmer.



#### VITAMIN C–

Reveals brighter, more radiant, glowing skin that noticeably feels firmer and more supple.

# FAQ

### HOW DO I USE IT?

Apply AM and PM before your Re-Nutriv creme. Avoid eye area. If desired, follow with our Diamond Sculpting Facial Ritual – please see our how-to video and the written instructions in the Demonstration section.

### WHO IS THE ULTIMATE DIAMOND TRANSFORMATIVE BRILLIANCE SERUM FOR?

The Ultimate Diamond Transformative Brilliance Serum is for customers looking for our most comprehensive anti-aging benefits, and who wish to give skin a total transformation experience and diamond-like brilliance, improving both skin's stunning surface and youthful structure. This customer is looking to improve radiance, reduce spots including acne marks, even skin tone, minimize pores, improve its firmness and elasticity and reduce the look of lines.

#### By Generation:

- Gen Z – Will love the benefits of diamond-like radiance, more energized looking skin and minimized look of pores, spots including acne marks\*. Will also love the silky-light, refreshing, fast-absorbing texture.
- Millennial – Will love the benefits of flawless, more even-toned looking skin with a diamond-like brilliance, plus minimized look of pores and spots including acne marks\*. Will also love the silky-light, refreshing, fast-absorbing texture.
- Gen X – Will love the benefits of plumper, smoother skin that illuminates with diamond-like brilliance. Will also love minimized look of pores and spots including acne marks\*.
- Ageless Consumer – Will love the benefits of our most comprehensive anti-aging serum: firmer-feeling, more youthful-looking skin and a stunning surface that is more even-toned, radiant, energized, and has a diamond-like brilliance.

### WHO IS THE CUSTOMER FOR ULTIMATE LIFT REGENERATING YOUTH SERUM VS ULTIMATE DIAMOND BRILLIANCE SERUM?

The Ultimate Diamond customer is interested in a total transformation and diamond-like brilliance, improving both skin's stunning surface and youthful structure. This customer is looking to improve radiance, reduce spots including acne marks, even skin tone, minimize pores, and improve skin's firmness and elasticity.

The Ultimate Lift Regenerating Youth customer is mainly interested in regenerating and strengthening skin for a firmer feeling, more lifted look.

### IS IT FOR ALL SKIN TYPES?

Re-Nutriv Ultimate Diamond Transformative Brilliance Serum is appropriate for all skin types.

### CAN I USE THIS WITH ADVANCED NIGHT REPAIR?

Yes. If you choose to use with Advanced Night Repair, apply Advanced Night Repair first and follow with the Diamond Serum and cream.

### WHAT PART OF THE PACKAGING CAN BE RECYCLED?

The glass bottle can be recycled. To recycle it, twist collar counter-clockwise, remove cap and refill inner bottle.

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## CLAIMS

Inspired by the precision with which a jeweler grades a diamond, Estée Lauder Research and Development created our first-ever Diamond Clinical Grading System, specifically for Re-Nutriv, to evaluate the six key facets of skin's visible transformation:

#### Stunning surface:

- Even Tone
- Spot Intensity
- Radiance
- Pores

#### Youthful structure:

- Firmness
- Elasticity

In testing, 94%\* of women showed an improvement in our Diamond-Brilliant Skin Score!

\*Combined improvement in skin radiance, spot intensity, even tone, pore reduction, firmness, and elasticity; in clinical testing on 53 women after using product 4 weeks, 2X per day.

#### Sensory Claims:

##### Instantly\*:

- 96% said the serum absorbed quickly
- 94% said the serum felt weightless
- 94% said skin felt refreshed

\*Consumer testing on 106 women, after one application.

##### 2 weeks\*:

- 94% said skin felt soothed, smoother
- 92% said skin felt elegantly supple

\*Consumer testing on 106 women, after using product for 2 weeks.

##### 4 weeks\*:

In testing, women said:

- Skin "clarity improved"
- Skin "looks healthier"
- Skin "looks brighter, more luminous"

\*Consumer testing on 106 women, after using product for 4 weeks.