

Revitalizing Supreme+ Youth Power Creme



WHY THERE'S ONLY 1

The next generation of our bestselling Revitalizing Supreme+ is now better than ever, with new benefits, new ingredients, and new recyclable and refillable packaging.

3 THINGS TO REMEMBER

LIFTS, FIRMS & REDUCES THE LOOK OF LINES & WRINKLES–

See a more lifted look. Reduces the look of lines and wrinkles on both face and neck.

NOURISHES & STRENGTHENS–

Cocoons skin in 72-hour hydration and helps strengthen skin's barrier, leaving skin feeling calmed and comforted with every application.

RESTORES SKIN'S HEALTHY RADIANCE–

Texture starts looking noticeably refined. Leaves skin looking and feeling smooth and visibly reduces the look of pores over time.

SELL IT

Apply a pea-sized amount of Revitalizing Supreme+ Youth Power Creme to the back of hand and notice the silky-soft nourishing creme and how hydrated skin feels after application.

Compare to the untreated hand.

Follow the same steps on the other hand to compare to Revitalizing Supreme+ Bright.

Don't forget about the night. Revitalizing Supreme+ also has a night creme for all your skin's needs at night.

HOW TO USE

Start by applying a large pearl-sized amount of creme to forehead, cheeks and chin.

- **Smile Lines:** Gently push middle three fingers from center of jaw, along mouth stopping at nose.
- **Cheeks:** Gently push middle three fingers from sides of nose across apple cheeks to temple and back to nose.
- **Jawline:** Gently push middle three fingers up between brows, through center of forehead, stopping at the hairline. Moving down hairline to temples, then down the side of the face. Sweep fingers up along jawline, then down sides of neck.

INGREDIENT HIGHLIGHTS



NEW HIBISCUS MORNING BLOOM EXTRACT–

What it is: A plant fraction extracted from all 8 parts of the hibiscus sinensis flower. 99% naturally-derived.**

What's special: The hibiscus sinensis flower is specifically harvested from flowers in the morning, when their natural anti-aging properties are at their peak.

What it does: In our Revitalizing Supreme+ formulas, it helps support skin's own natural collagen production.



MORINGA EXTRACT–

What it is: The Moringa Plant (often referred to as the "miracle tree" or the "tree of life") has been known for its rich nutritional content.

What's special: Our patent-pending Moringa extraction process ensures that the valuable nutrients, lipids and proteins are preserved to help deliver exceptional benefits to skin.

What it does: In our Revitalizing Supreme+ formulas, the Moringa Extract helps "turn on" skin's ability to fight environmental aggressors that cause visible signs of aging.



COLLAGEN-BOOSTING TECHNOLOGY–

What it is: Developed by Estée Lauder scientists, our signature collagen-boosting complex.

What's special: Features a powerful trio of collagen boosters: Acetyl Hexapeptide-8, marine algae extract, and whey protein.

What it does: In our Revitalizing Supreme+ formulas, it helps support skin's own natural collagen production.

**Per the ISO standard. From plants, non-petroleum minerals or water.

Revitalizing Supreme+ Youth Power Creme



NEW! REVITALIZING SUPREME+ YOUTH POWER CREME

- Does-it-all creme
- Lifting, toning, firming
- Reduces neck lines, facial lines & wrinkles
- Elasticity and bounce
- Beyond anti-aging: strengthens barrier, minimizes pores, radiance, refined texture/smoothing
- Silky-smooth texture—great for normal to dry skin



REVITALIZING SUPREME+ BRIGHT POWER SOFT CREME

- Anti-aging & firming
- Even tone benefits like fading dark spots and acne marks
- Lines and wrinkles
- Elasticity and bounce
- Soft, lightweight texture—great for combination/oily skin



RESILIENCE MULTI-EFFECT TRI-PEPTIDE FACE AND NECK CREME

- Intensely nourishing and plumping
- Lifting and firming
- Lines and wrinkles
- Rich, thick texture—great for dry to very dry skin

FAQ

WHAT'S THE DIFFERENCE BETWEEN THE PREVIOUS REVITALIZING SUPREME+ GLOBAL ANTI-AGING CELL POWER CREME AND THE NEW FORMULA? This formula still reduces the look of multiple signs of aging in skin—firming, lines & wrinkles, radiance, texture, and antioxidant protection. It has been upgraded with the following NEW ingredient, benefits and claims:

- NEW! Hibiscus Morning Bloom Extract
- NEW! Reveals a more lifted look in three key facial zones, leaving facial contours looking more sculpted and defined
- NEW! Fast firming
- NEW! Neck lines appear reduced
- NEW! Deeply hydrates for up to 72 hours
- NEW! Visibly reduces appearance of pores over time
- NEW! Recyclable and refillable glass jar

WHY DID YOU UPGRADE THE FORMULA?

At Estée Lauder we are always researching new ingredients and technologies to bring our customers the most advanced results for their skin. We upgraded the formula with new ingredients for added benefits while keeping the aesthetics our customers love.

IS THE TEXTURE AND SCENT THE SAME?

Yes, the silky-soft deeply nourishing creme texture is the same as in the previous formula, and we have also retained the same fragrance. All Revitalizing Supreme+ formulas feature our exclusive scent for the collection—a citrus floral scent which includes top notes of Mandarin and Bergamot, combined with beautiful floral notes of Tea Rose, Jasmine and Violet and bottom notes of Vetiver, Sandalwood and Powdery Vanilla.

WHAT SHOULD I SHARE WITH MY CURRENT RESILIENCE LIFT CUSTOMERS?

Everything you love about Resilience, our new Supreme creme does PLUS more. Resilience also lifts and firms, but Supreme is our hero with our newest technology and exclusive ingredients. It goes beyond lifting and firming – it strengthens your barrier, minimizes the look of pores, reduces neck lines, reduces facial lines and wrinkles, and gives your skin a radiant glow.

DO I ALSO NEED TO USE A SERUM SUCH AS ADVANCED NIGHT REPAIR SERUM?

Yes, we recommend also using a serum for targeted anti-aging benefits. Serums and moisturizers complement each other's benefits and work hand-in-hand to help you achieve your skin goals. Advanced Night Repair Serum is our #1 bestselling serum and addresses all key visible signs of aging, including loss of firmness. When used with Revitalizing Supreme+ Youth Creme these high-performance formulas are a **POWER PAIR** deliver maximum benefits.

WHO IS IT FOR?

Appropriate for all skin types

IS IT NON-ACNEGENIC?

Yes, the formula is non-acnegenic, non-comedogenic, and non-pore clogging.

Is it Vegan?

No, it is not vegan.

IS IT PARABEN-FREE?

Yes, it is free of Parabens, Phthalates, Mineral Oil, Sodium Lauryl Sulfate, Sulfites, Petrolatum, Drying alcohol.

POWER PAIR

