

# Estee Lauder announce new Double Wear Light make-up online preview

ESTÉE LAUDER

Released on: March 14, 2008, 8:45 am

Press Release Author: [Estee Lauder](#)

Industry: [Retail](#)



**Press Release Summary: Estee Lauder has announced an exclusive online preview of their new Double Wear Light Stay-in-Place Makeup SPF10**

Press Release Body: The new **Double Wear Light Stay-in-Place Makeup SPF10** has been formulated to provide a sheer version of the no.1 selling liquid foundation from **Estee Lauder, Double Wear.**

Available exclusively online in a 3-week preview from 10th March, the **Double Wear Light** is a [liquid foundation](#) that has been formulated to glide on fast, comfortably and evenly for a naturally-sheer, flawless finish that lasts all day – up to 15 hours without fading or transferring – no matter how active the wearer or humid the weather.

Like the original [Double Wear](#), **Double Wear Light** is a “thinking” foundation. It adjusts to each individual’s skin type, keeping moisture levels balanced while controlling excess oil and shine. With additional SPF10 and antioxidant vitamins A, C and E, **Double Wear Light** also helps provide powerful protection against UV damage and other

environmental assaults.

*"Double Wear Light is the closest that **Estee Lauder** has come to creating the look of natural skin, but better, with a truly comfortable, long-wearing foundation that will not budge for up to 15 hours," said **Anne Carullo, Senior Vice President Global Product Innovation for Estee Lauder**, "This product is an oil-controlling, [active makeup](#) that is perfect for women with busy, on-the-go lifestyles."*

Suitable for all skin types, [Double Wear Light Stay-in-Place Makeup SPF10](#) is oil-free, non-comedogenic and dermatologist- and ophthalmologist-tested.

### **About Estee Lauder**

In 1946, **Estee Lauder** started business with one face creme, and the desire to bring out the beauty in every woman. By the time the revolutionary fragrance **Youth-Dew** was introduced in 1953, the **Estee Lauder Company** had already won a reputation for innovation, research and quality.

Now **Estee Lauder's skincare**, makeup and fragrance collections exemplify the best that technology, science and arts can achieve. The **Estee Lauder** name on a product is recognised in over 100 countries for quality and has gained a worldwide reputation for elegant, and luxurious products that uphold the finest standards of excellence through extensive research and stringent product testing.

The **Estee Lauder Companies'** annual **Breast Cancer Awareness Campaign** involves all of the 18 brands that make up **The Estee Lauder Companies**. They collectively represent **The Breast Cancer Research Foundation's** first and largest corporate supporter. **Estee's** daughter-in-law was the creator of BCRF's signature pink ribbon. Over \$10 million has been raised for **The Breast Cancer Research Foundation** since 1993. Another \$1 million was raised from their retail partners since July 2002.

**Web Site:** <http://www.estelauder.co.uk/>

**Contact Details: PR contact:**  
**Brona McCafferty**  
**73 Grosvenor Street**  
**London**

**W1K 3BQ**  
**08700346911**