

# Clinique launch new Skin Supplies for Men Age Defense Hydrator SPF15

CLINIQUE

Allergy Tested. 100% Fragrance Free.

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**Press Release Summary: Clinique has launched Skin Supplies for Men Age Defense Hydrator SPF15 which is a multi tasking three in one moisturiser that delivers effective anti-ageing**

Press Release Body: **Clinique**, a leader in skin care for men, has launched a new innovation in anti-ageing skin care. **Clinique** is introducing **Skin Supplies for Men Age Defense Hydrator SPF15** to help repair the look of lines and wrinkles, provide defense against future damage and strengthen skin's moisture barrier function.

Research from [Clinique Laboratories](#) confirms that men's skin ages at a slower rate when compared to women's skin, however, when men's skin does begin to age it happens at a far greater rate and often the damage is more visible. New Age Defense Hydrator SPF 15 is the ultimate [anti-ageing moisturiser](#), streamlining [grooming for men](#), without compromising effectiveness as it works to fight the visible signs of ageing.



The understanding that lines and wrinkles are not the only signs of ageing has been gaining popularity. Other factors include enlarged pores, uneven skin tone, loss of firmness and lack of moisture. Because men's skin tends to be oily, there is a common misconception

that they do not need to moisturise. The truth is that all skins need moisture, and in fact, many men need it more since they are constantly stripping away layers of protective skin that holds in moisture during daily shaving. In addition, because the biggest contributor to premature ageing continues to be overexposure to sunlight, broad spectrum UVA/UVB protection is an essential step to help protect skin from future damage with [anti-ageing skin care](#).

**The New Age Defense Hydrator SPF15** from **Clinique** works to help support skin's own natural collagen production effectively helping to repair the look of lines and wrinkles while restoring visible firmness and elasticity to the skin. It provides UVA/UVB protection using sunscreens that help defend skin against sun damage and photo-ageing. Plus it replaces lost moisture and helps build and strengthen skin's moisture barrier function.

### **About**

### **Clinique**

Introduced in 1968, Clinique was the first ever dermatologist-created, prestige cosmetic brand. Today, Clinique's mission remains what it was from the beginning: to provide the highest quality and most effective collection of products to enhance every skin type and tone. The brand's customised approach and quality products - all meticulously tested and carefully formulated with the latest science - have made Clinique one of the leading skin care authorities in the world.

In 1976 Clinique launched Skin Supplies for Men in order to offer practical and approachable products to male clients. From the very beginning, Clinique recognised the specific skin care needs of men and today it continues to provide effective and gentle skin care solutions. All makeup and skin care products are allergy-tested and 100% fragrance free. Clinique offers products for men and women of all ages and ethnicities. Clinique is sold in more than 130 countries and territories, and over 16,000 sales locations.

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

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