

Clinique customizes skincare with new system



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Clinique has introduced Clinique iD, the beauty brand's first custom-blend hydration system made for both skin type and skin concern.

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By reimagining the brand's signature 3-Step system for the modern consumer, Clinique seeks to empower people to control and create the perfect moisturizer for their skin type and concern.

Allergy tested and 100% fragrance free, the products contain no parabens and no phthalates.

The innovative, specially-developed packaging is designed to deliver the precise proportions in every pump.

Users simply choose their Hydration Base and one of the five Active Cartridge Concentrates to create their own Clinique iD Custom Hydrator.

First, users select their Dramatically Different Moisturizer hydration base depending on their skin type and texture preferences:

- Dramatically Different Hydrating Jelly: This brand new, light and refreshing water-weight texture is suitable for all skin types.
- Dramatically Different Moisturizing Lotion+: This silky moisturizer is appropriate for very dry to dry combination skin types.
- Dramatically Different Oil-Free Gel: A light, lotion-gel texture that helps balance and refresh oilier skin types.

Users then choose their Active Cartridge Concentrate based on their primary skin concern. Each cartridge contains high levels of pure, concentrated active ingredients.

The Irritation concentrate calms and comforts, while Pores & Uneven Texture retexturizes and illuminates. The Uneven Skin Tone concentrate brightens, the Fatigue product energizes and the Lines & Wrinkles concentrate smooths lines and re-plumps.

Lastly, users insert their Active Cartridge Concentrate into the hydration base of their choice to create their own custom-blend hydration system.

Clinique iD is now available in major airports, downtown and online duty free stores worldwide.