

Lancôme Skin Solutions

The weight is over...
The future is light.

IT'S SIMPLE, RIGHT?

Skin needs constant hydration to keep it healthy. But if it's that easy, how come you don't have the **smooth, glowing skin** you want? **Your skin's not the problem.** The fact is, your old moisturizer just isn't cutting it anymore.

The scientists at the **Lancôme Laboratories** studied the body's natural hydration system to understand exactly what happens when your skin's not looking its best.

THE SCIENCE OF 16:

It turns out that your skin uses a precise balance of 16 essential elements known as **Natural Moisturization Factors** (NMFs) to maintain a continuous level of hydration 24 hours a day. However, if these 16 elements are depleted, your skin becomes dull, dry and tired-looking.

TOMORROW'S ANSWER TODAY:

New **Aqua Fusion Continuous Infusing Moisturizer** from Lancôme uses cutting-edge technology to create an exclusive ultra-charged moisture complex that virtually mimics your skin's NMFs. Infused with the 16 essential elements found in NMFs, including **calcium, manganese and zinc**, it keeps your skin perfectly hydrated all day long.

WHAT ABOUT RESULTS:

This stuff works like nothing else. It's what you've always wanted: a light, **oil-free formula** with a totally unique **water-smooth, lightweight feel** and that **luminous look** you love! And Lancôme is all about choice, so Aqua Fusion is available in both cream and lotion—with or without SPF 15 sunscreen.

GO FOR THE GLOW!

Try a new ultra-charged moisturizer like Lancôme's Aqua Fusion Continuous Infusing Moisturizer and see what **vibrant, healthy skin** is all about!

Visit the **Lancôme counter** at fine department and specialty store locations nationwide for your sample of Aqua Fusion and a free Aqua Fusion "glow-over."



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PARIS