

# Clinique launches New Superbalanced Powder Makeup SPF 15 Mineral Rich Formula

## CLINIQUE

Allergy Tested. 100% Fragrance Free.

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Clinique has created a next generation of loose powder with foundation coverage. The Superbalanced Powder Makeup SPF 15 Mineral Rich Formula is the companion to Clinique's best-selling liquid foundation, Superbalanced Makeup and is to be launched at the start of September.



Smarter than your average mineral makeup?

The proof is in our skin-balancing, fresh-ground powder.

Clinique's Superbalanced Powder Makeup SPF 15 Mineral Rich Formula doesn't require all the work and buffing other [mineral makeup](#) brands do to achieve a smooth, flawless application. To develop this [powder makeup](#), Clinique used a unique processing machine which refines the powder into uniform platelets that are evenly distributed on the surface of the skin. The colour-true, finely milled powder provides

an even application requiring less touch-ups throughout the day with its long-wear formula. Users simply shave the powder in a clock-wise direction for the desired amount and the powder can be applied with the conveniently housed, anti-bacterial brush. Oily areas and shine breakthrough are controlled throughout the day due to the mineral-rich formula which is sweat and humidity-resistant.

[Superbalanced Makeup](#) is the answer to the perplexing combination-skin dilemma. The [foundation](#) formulas know exactly where to go and what to do to solve the problem of oily skin yet its smart enough not to strip the drier facial areas in the process. In fact, the powder actually hydrates these dry areas at the same time.

Additionally, broad spectrum SPF 15 sun protection is provided with 3:1 UVB/UVA protection, meaning the UVB protection is three times proportional to UVA protection. This 3:1 ratio ensures UVA protection is provided and this all-physical sun screen is suitable for even the most sensitive skin.

[Clinique](#) has used minerals in a range of products since the brand's inception. Blended Face Powder, which contains minerals, was created the very same year Clinique launched 40 years ago. The Superbalanced Powder Makeup SPF 15 Mineral Rich Formula is Clinique's newest mineral infused creation touting a mineral composition including Magnesium, Calcium, Potassium and Zinc incorporated into the formula to promote healthy skin.

New Superbalanced Powder Makeup SPF 15 Mineral Rich Formula will be available at Clinique counters nationwide from 1 September 2009.

## **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. 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.

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