

# **Nature meets innovation: Estée Lauder extends Re-Nutriv Ultimate Diamond skincare range**

Estée Lauder has revealed a new Re-Nutriv Ultimate Diamond Transformative Energy Dual Infusion. It is available now in downtown and airport travel retail locations worldwide.

The treatment combines a double concentration of Black Diamond Truffle Extract with Re-Nutriv's latest youth-sustaining technology to offer smoother and less-lined skin.

According to the brand, each serum is kept apart in a dual-chambered package to maintain optimal pH level and to preserve their potency. The serums are blended upon application.



Estée Lauder introduces Re-Nutriv Ultimate Diamond Transformative Energy Dual Infusion

In the golden vial, a renewing elixir helps fortify natural collagen in the skin while the platinum vial holds a retexturising radiance elixir.

The light, hydrating product, which is infused with South Sea pearls and refined 24ct gold, is designed to absorb quickly to leave the skin smooth and silky. Estée Lauder said that after one week, the skin is “more perfected and even-toned” and after four weeks, a “vitality and radiance” is revealed.

The Black Diamond Truffle, which is at the core of the new product, is harvested from a single master truffle grower in southwest France. A long concentration and purification process yields the Black Diamond Truffle Extract.

According to Estée Lauder, a 2x concentration is shown to have significant benefits for skin. Vitro testing by Estée Lauder Research indicated it helped boost natural skin cell energy levels and increase skin cell survival when cells were exposed to intense stress from UV.

Re-Nutriv has been at the forefront of epigenetic research in skincare for over a decade; its latest product introduces SIRT-2 technology.

Estée Lauder pointed out that research in the emerging field of mechanobiology showed that with age, the skin cells' natural shape begins to collapse and contributes to sagging skin.

“SIRT-2 plays an essential role in skin cell shape, and Re-Nutriv's SIRT-2 technology is shown in vitro testing to help skin cells regain a more youthful shape, which in turn allows them to continue to act younger, longer,” the company said.

Other youth-sustaining Re-Nutriv technologies, which includes SIRT-1, SIRT-3 and SIRT-6, target multiple anti-aging pathways, including promoting the lifespan of skin cells and their natural ability to produce energy.



[As reported](#), Estée Lauder named the international fashion muse Bianca Brandolini d'Adda as Re-Nutriv's new global brand ambassador earlier this year. She is the face of the brand's new global digital campaign 'Live a Life of Extraordinary Beauty'.

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On Globuoy

On Moodie Davitt Report

News resource from Moodie Davitt Report touching Chinese customers in Globuoy's way  
 Mainly related to brand & retailer news, promotion/sales, TR exclusives and new launches

As a lead partner of The

Moodie Davitt Report, this story will also appear in coming days in Chinese and with a consumer voice on fast-growing Chinese B2C WeChat social media account Globuoy [?????], [as part of a new collaboration between Globuoy owner Ext Aile Media in Shanghai and The Moodie Davitt Report.](#)

Globuoy aims to become “the KOL of Chinese travel retail” and already has 400,000 followers and a monthly audience of million views for its WeChat social media platform promoting new launches, product availability, promotions and special offers.

Going forward, selected stories from The Moodie Davitt Report.com’s lead brand partners in beauty, fashion, luxury, confectionery and premium spirits will also be published by Globuoy. These will include product reviews by the Globuoy team.

Globuoy will promote The Moodie Davitt Report’s platform to China’s travel retail sector and to the platform’s consumer audience in China. The Moodie Davitt Report will subsequently also publish a curated selection of Chinese consumer feedback on the chosen stories and also reveal the results of regular consumer surveys conducted in association with Globuoy.