

Art Department



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Hydrates

Immediately increases hydration levels by more than 160%.*

Plumps

Moisturizes for a full eight hours, leaving lips plump with hydration.*

Protects

Protects and restores the barrier of the skin on lips, which is especially delicate.

*Based on an eight-hour clinical study of 30 women between the ages of 18 and 52. Results taken 15 minutes and eight hours post-application, respectively.

goop

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Lucky Blue Smith
#StayCool

FULLY HYDRATED
COOL 48HRS

NEW HYDRA POWER MOISTURIZER
THE POWER OF MOUNTAIN WATER

L'ORÉAL
MEN EXPERT
HYDRA
POWER
REFRESHING MOISTURIZER
HYDRATING COMPLEX
Mountain Water
48h

@lorealmen

L'ORÉAL
PARIS
MEN EXPERT

The advertisement features a black and white close-up of actor Lucky Blue Smith with water dripping down his face. To the right, a vertical panel shows a microscopic view of skin with water droplets. Below this panel is a product shot of the L'Oréal Men Expert Hydra Power Refreshing Moisturizer spray bottle and a blue gel-like applicator. The bottom right corner contains the L'Oréal Men Expert logo and the Instagram handle @lorealmen.

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LANDS' END

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