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SUMMER FRIDAYS



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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 the text 'FULLY HYDRATED COOL 48HRS'. Below this is a product shot of the 'L'ORÉAL MEN EXPERT HYDRA POWER REFRESHING MOISTURIZER' bottle and a blue gel-like substance. The bottom right corner includes the Instagram handle '@lorealmen' and the 'L'ORÉAL PARIS MEN EXPERT' logo.

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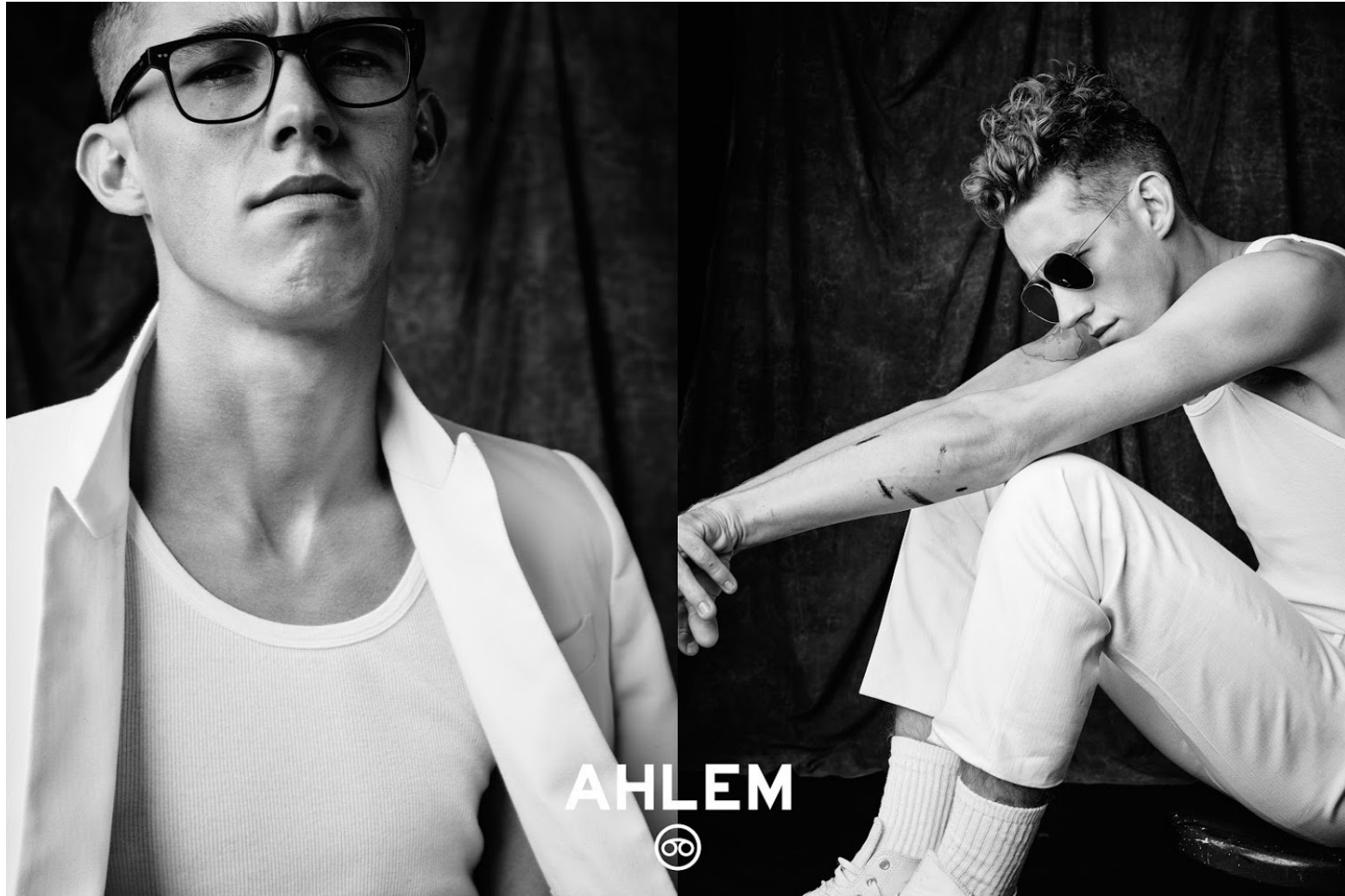
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LANDS' END

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