

# Art Department

A black and white advertisement for L'Oréal Men Expert Hydra Power Moisturizer. The main image shows a close-up of actor Lucky Blue Smith's face, wet with water, looking intensely at the camera. The text "#StayCool" is overlaid in the bottom left. To the right, a smaller graphic features a blue, crystalline texture with the text "FULLY HYDRATED" and "COOL 48HRS" in white and blue. Below this, it says "NEW HYDRA POWER MOISTURIZER" and "THE POWER OF MOUNTAIN WATER". At the bottom, there is an image of the product bottle and a blue gel-like substance. The L'Oréal Men Expert logo is in the bottom right corner, along with the Instagram handle "@lorealmen".

Lucky Blue Smith  
**#StayCool**

**FULLY HYDRATED**  
**COOL 48HRS**

NEW HYDRA POWER MOISTURIZER  
THE POWER OF MOUNTAIN WATER

L'OREAL MEN EXPERT  
HYDRA POWER  
REFRESHING MOISTURIZER  
48h

@lorealmen  
**L'ORÉAL MEN EXPERT**

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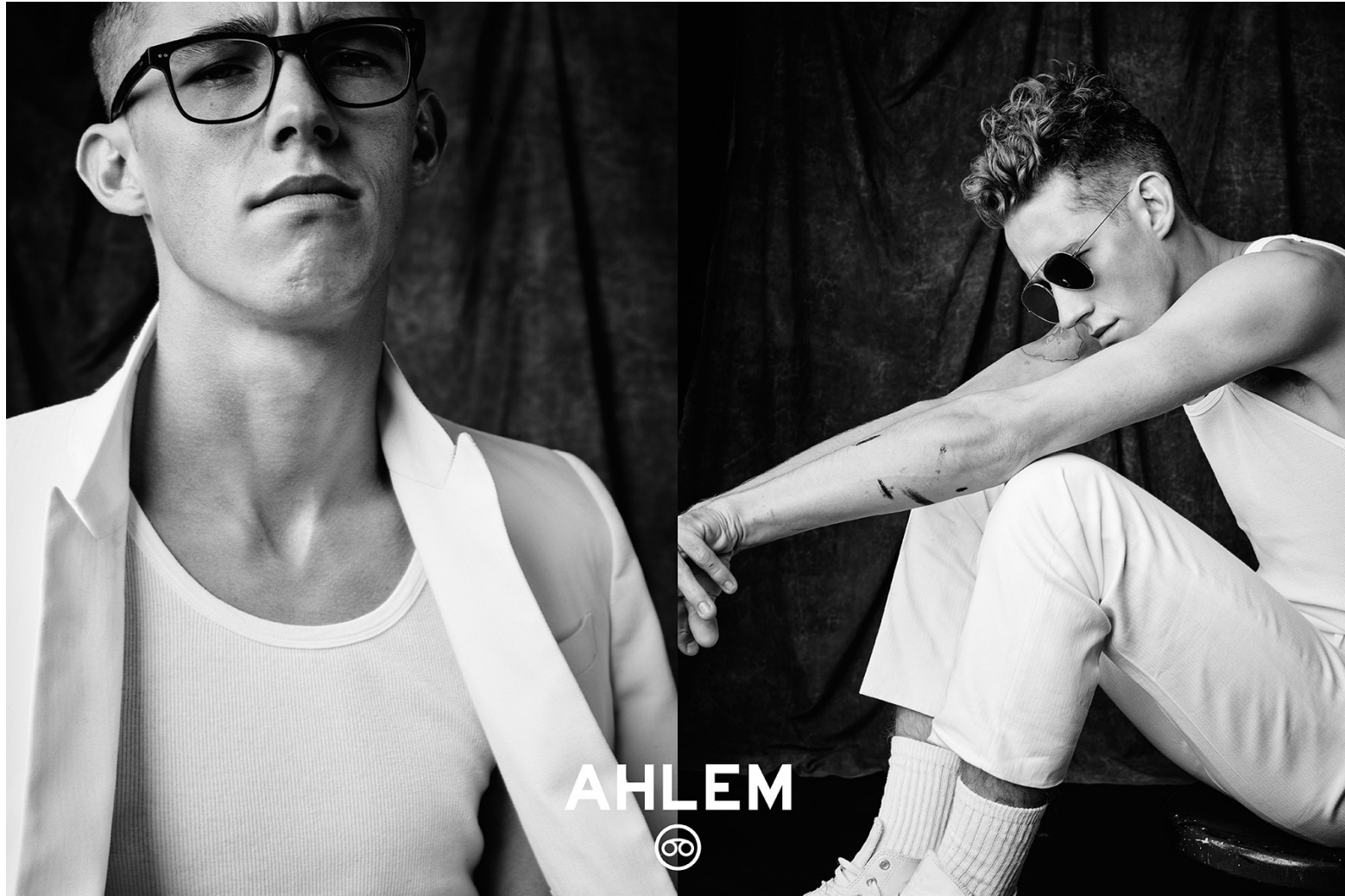
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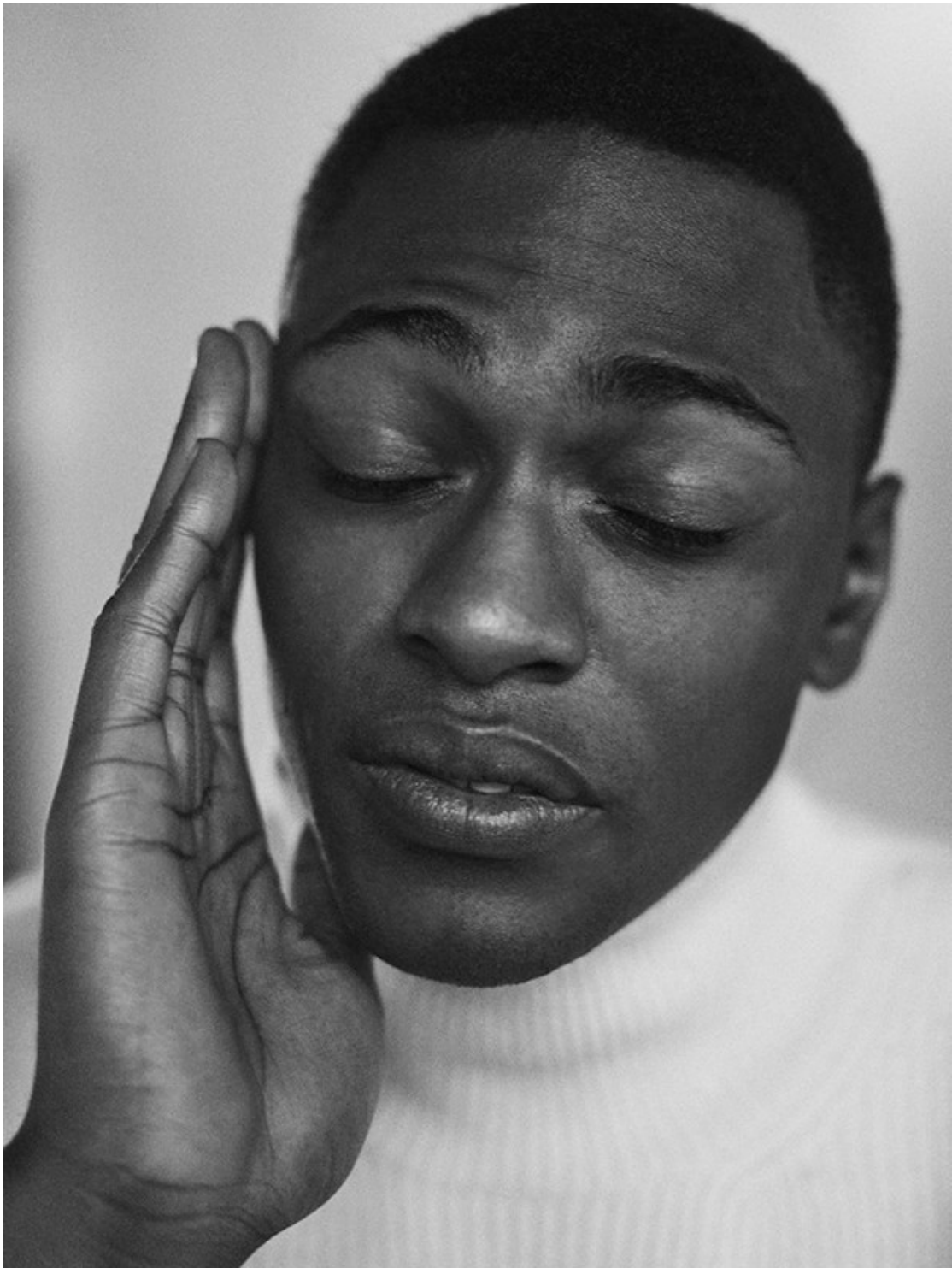
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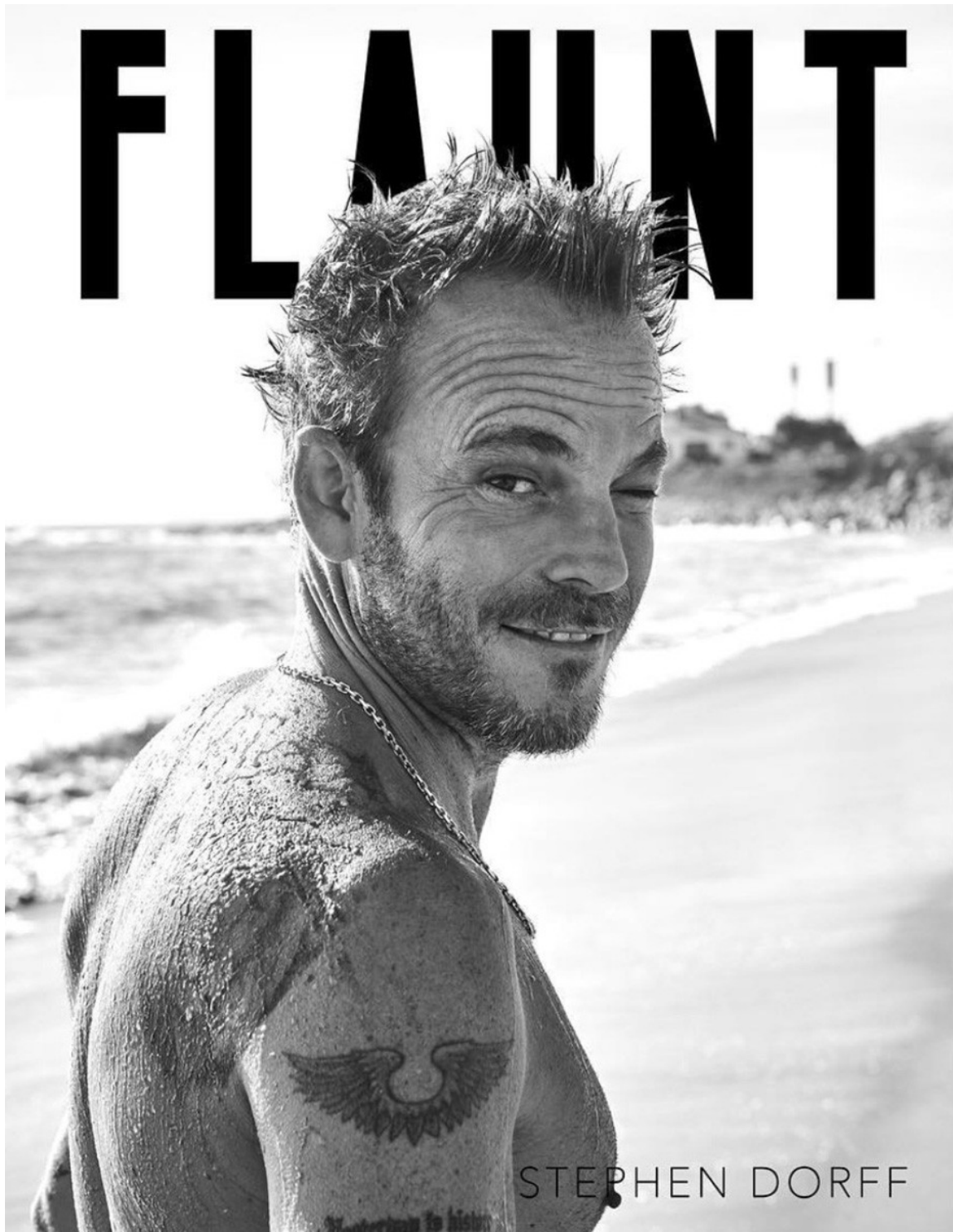
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LANDS' END

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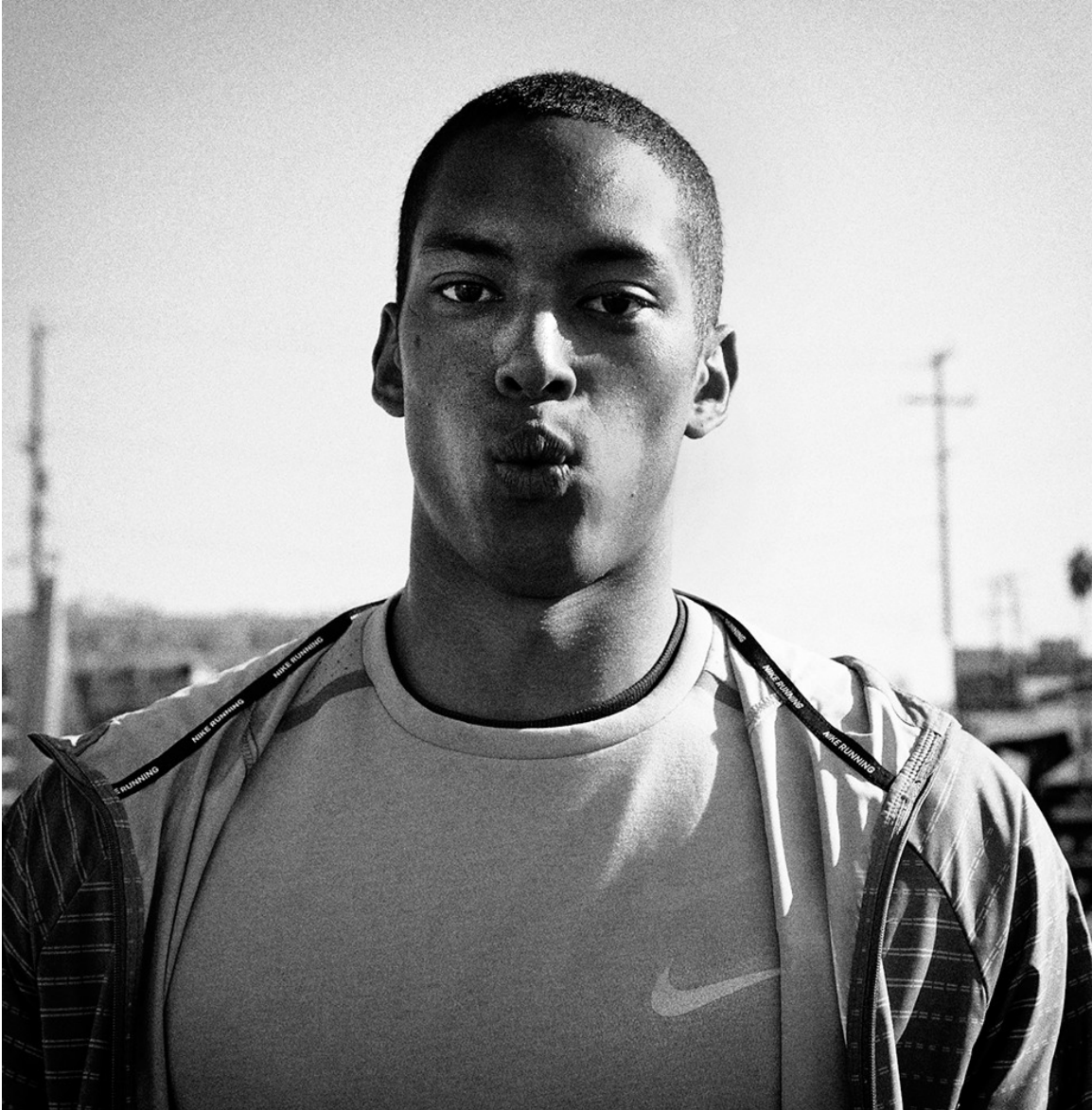
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