



erborian
KOREAN SKIN THERAPY

SUPER BB

*The SUPER BB campaign
was developed using
pictures of real skin that
were not digitally altered,
showing real results from
the very 1st application
and over the long term.*

Now **you NEVER**
have to choose
between concealing
imperfections and
caring for your skin.

Spots, redness, scars, reactions/flare-ups, are all common skin problems. **Skin blemishes affect around 6 million people in France.** They can show up at any age, under our face masks, at times of stress, hormonal imbalance or inflammation.

IN REAL LIFE, IT'S A BIT MORE COMPLICATED.

On social networks, expert makeup and filters do the job, but in real life on a daily basis it's a bit more complicated. What's the solution? Where do you start?

Start by taking a deep breath and looking around, you are not alone in having skin problems. **Being kind to yourself when you look in the mirror can make all the difference, and deciding to be kind to your skin is always the best option.**

GOAL: REGAIN CONFIDENCE IN YOUR SKIN

ERBORIAN is on a mission to convince us that our skin is more beautiful than we think and that it deserves more than just being covered up. **ERBORIAN promises to help us rediscover our skin, so we can love and be proud of it.**

COVERAGE & SKINCARE: THE RIGHT BALANCE

When you have blemishes, extra coverage can help your self-confidence. But skincare is just as important. It's not about covering up, it's about taking care of your skin. And that's where ERBORIAN comes in, thanks to its SUPER BB CREAM: a combined high coverage & skincare solution.

Since 2007, skincare has always been a priority for ERBORIAN, and this is reflected in the brand's hero hybrid products.

SUPER BB CREAM provides even better coverage while also taking care of blemish-prone skin, so that day by day the skin regains its natural balance.

ERBORIAN reinvented the BB CREAM, making it ultra popular with thousands of women and men. And launch after launch, ERBORIAN reminds us that SKINCARE & MAKEUP can be close allies for our skin for life.

ERBORIAN is an expert in buildable coverage. Skin Hero perfects bare skin, CC Water has a tinted water-gel formula, CC CREAM enhances your complexion with pigments that adjust to your skin tone and BB CREAM delivers ultra-natural coverage (for minor imperfections).

STILL NOT ENOUGH ?

Although the original BB CREAM has become a beauty essential for entire generations of fans, **it didn't offer that EXTRA coverage and care for skin that is having (real) problems with imperfections.**

*Full
coverage
natural finish,
YES.* *Anti-
blemish
action,
TOTALLY.*



EXPERT ACTIVE INGREDIENTS

SUPER BB CREAM has a **SUPER formula**. It's a uniquely textured skincare cream that provides optimal coverage to conceal spots, dark spots and blemishes, while at the same time giving the skin the comfort it needs.

1 EFFICIENT

- **White Ginseng Complex** is the Korean active ingredient par excellence, with smoothing and moisturising properties. A star ingredient of the original BB formula, it has been combined with fermented Ginseng flower in the SUPER BB CREAM for an even complexion effect.
- **Niacinamide** is a beautiful skin active ingredient that is proven to be effective in reducing imperfections. SUPER BB CREAM contains 4% Niacinamide.

2 COMFORT

Skin that is prone to blemishes really needs comfort. This is the role of glycerine and jojoba oil, which work to improve suppleness and hydration.

3 PROTECTION

SUPER BB CREAM contains **mineral UV filters** (and organic in the Chocolat shade) for SPF 20 UV protection.

SUPER BB CREAM promises clearer skin, with visibly less imperfections from the 1st application and after 28 days of use. Tested on all skin types, included acne-prone skin. Non comedogenic.

Immediately: SUPER COVERAGE

93%	92%	90%
SAY IT CONCEALS BLEMISHES, REDNESS AND DARK SPOTS*	SAY IT REDUCES SKIN IRREGULARITIES*	SAY THEIR COMPLEXION IS PERFECTLY EVENED OUT*

After 1 month of use: SUPER ANTI-BLEMISH SKINCARE**

86%	88%	90%
REPORT HAVING FEWER BLEMISHES (SPOTS, BLACKHEADS, ETC.)*	REPORT THAT THEIR SKIN IS CLEARER*	REPORT THAT SKIN TEXTURE APPEARS SMOOTHER*

*Average % of testers who were satisfied with the product on application. Consumer use test carried out among 104 volunteers (test carried out for all shades).

**Clinical scoring carried out among 104 volunteers, after 28 days of use (test carried out for all shades).



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MONO-MATERIAL
TUBES + CARDBOARD
BOXES

SUPER BB

40 ML - 49.50 CHF

15ML - 22.50 CHF

CLAIR

NUDE

DORÉ

CARAMEL

CHOCOLAT



STAY CONNECTED

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