

The advertisement features a central image of a BY TERRY BRIGHTENING CC FOUNDATION bottle. The bottle is white with a silver cap and a label that reads 'BY TERRY BRIGHTENING CC FOUNDATION' and 'VOILE DE TEINT SÉRUM ÉCLAT SHEER GLOW TINTED SERUM'. The bottle is surrounded by a large, artistic splash of the product, which forms the shape of a rose. The background is a light blue gradient. The text 'BY TERRY PARIS' is in the top right, 'Introducing the NEW skin-loving BRIGHTENING CC FOUNDATION' is below it, 'Beyond a Foundation The power of a Serum' is in the middle right, and 'BY TERRY's iconic Brightening CC range is more irresistible than ever.' is at the bottom right. A 'NEW' badge is on the left.

BY TERRY
PARIS

Introducing the NEW skin-loving
BRIGHTENING CC FOUNDATION

NEW

Beyond a *Foundation*
The power of a *Serum*

BY TERRY's iconic Brightening CC range
is more irresistible than ever.

BY TERRY
PARIS

A Ground-breaking Foundation

Crafted by a woman for everyone

As the iconic founder of BY TERRY, **Terry de Gunzburg**, has been creating products for over 20 years, she understands real people's concerns when it comes to wearing foundation.

The **BRIGHTENING CC FOUNDATION** isn't just another foundation: it's a skincare commitment.

"More than just makeup, it empowers your skin over time. With its skin-loving formula, lightweight texture and subtle correction, this is the foundation I dreamed of for uncompromised beauty"

Terry de Gunzburg



Unveiling A Foundation Like No Other

We address the **concerns of women** seeking more from a foundation.



No more feeling of **HEAVINESS**
The lightness of a tinted veil



No more **CAKEY** appearance
Flawless smooth skin



No more **DRY SKIN**
The comfort of a moisturizer



No more skin **DULLNESS**
The radiance of a brightener



No more limited **SHADE RANGE**
The perfect skin-fit for everyone



No more worries of **LONG WEAR**
The reassurance of 24hr radiance

Beyond a *Foundation* The power of a *Serum*

Unlock The Secret To Radiant Skin

This foundation infuses instantly every complexion with high-end serum benefits, blurring natural correction, and long-lasting glow.

SUPERCHARGED AS A SERUM

Empowered by skincare actives



LIGHTWEIGHT AS A SKIN TINT

Sheer Glow Tinted Veil



YOUTHFUL GLOWING SKIN

Healthy-looking



BY TERRY
PARIS

A Perfecting, Brightening Revolution

Unveiling the transformative power of **BRIGHTENING CC FOUNDATION** - designed to illuminate without compromise, it creates an instant veil of radiance, improves skin texture and maintains optimal hydration.



Up To
24HR
Radiance*

Boost Radiance
Level By
+208%
From 1st Application*

Up To
24HR
Hydration*

Boost Hydration
Level By
+51%
From 1st Application*

Clean, Vegan and carefully crafted with **90% Naturally-Derived Ingredients**.



*Validated by efficacy test

A Game-changing Formula

The innovative formula combines the **Intensive Glow technology** with premium and **high-end skincare actives** that work in synergy.

A close-up, macro shot of several translucent, pinkish-red bubbles or droplets of liquid, likely representing the rose extract. The bubbles are of various sizes and are clustered together, with some showing internal reflections and refractions of light.

REJUVENATING JAPANESE ROSE EXTRACT

Revolutionary - 100% Rose active cells from a biotechnology with no genetic engineering. Packed with antioxidants, it helps cell regeneration to combat dullness and keep your skin looking youthful and radiant.

FIRMS & SMOOTHES

A close-up, macro shot of a vibrant green aloe vera leaf. The leaf is covered in numerous clear, glistening water droplets of different sizes. A white, semi-transparent circular graphic is overlaid on the center of the leaf, containing text.

HYDRATING SKIN-BOOSTER COMPLEX

This super-booster complex ensures your skins remains plumped, and deeply hydrated. Say goodbye to dryness and hello to lasting moisture and radiance, all day long.

HYDRATES & PROTECTS

A close-up, macro shot of several translucent, yellowish-gold droplets or bubbles of liquid, likely representing niacinamide. The droplets are of various sizes and are clustered together, with some showing internal reflections and refractions of light.

BRIGHTENING NIACINAMIDE

A true brightening superstar, helps even out your skin tone and reduce the appearance of imperfections, for an instant youthful look.

GLOWS & UNIFIES

Beyond a *Foundation* The power of a *Serum*

Authentic Stories, Real Impact

We believe in the power of real stories. In the heart of our campaign lie the authentic voices of 24 women from around the world.



"I don't feel anything on my skin, it becomes my go-to"

-Nesath



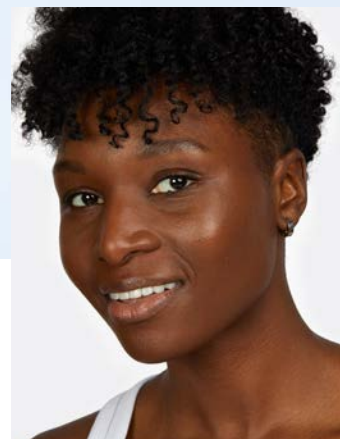
"It's not about masking; it's about unveiling my true skin"

-Stephanie



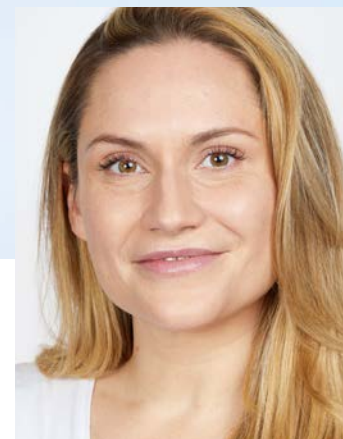
"I don't just wear a foundation; it gives me confidence"

-Sarah



"For me it's the radiance, not just the foundation"

-Corinne



"This formula has changed my makeup routine"

-Vanessa

Before & After – A Global Showcase

No Filter, No Retouch

The visual journey of before and after images not only highlights the foundation's efficacy but also celebrates the individual beauty of each woman, underscoring the product's ability to cater to a wide range of skin tones and types.

REAL BEAUTY RESULTS

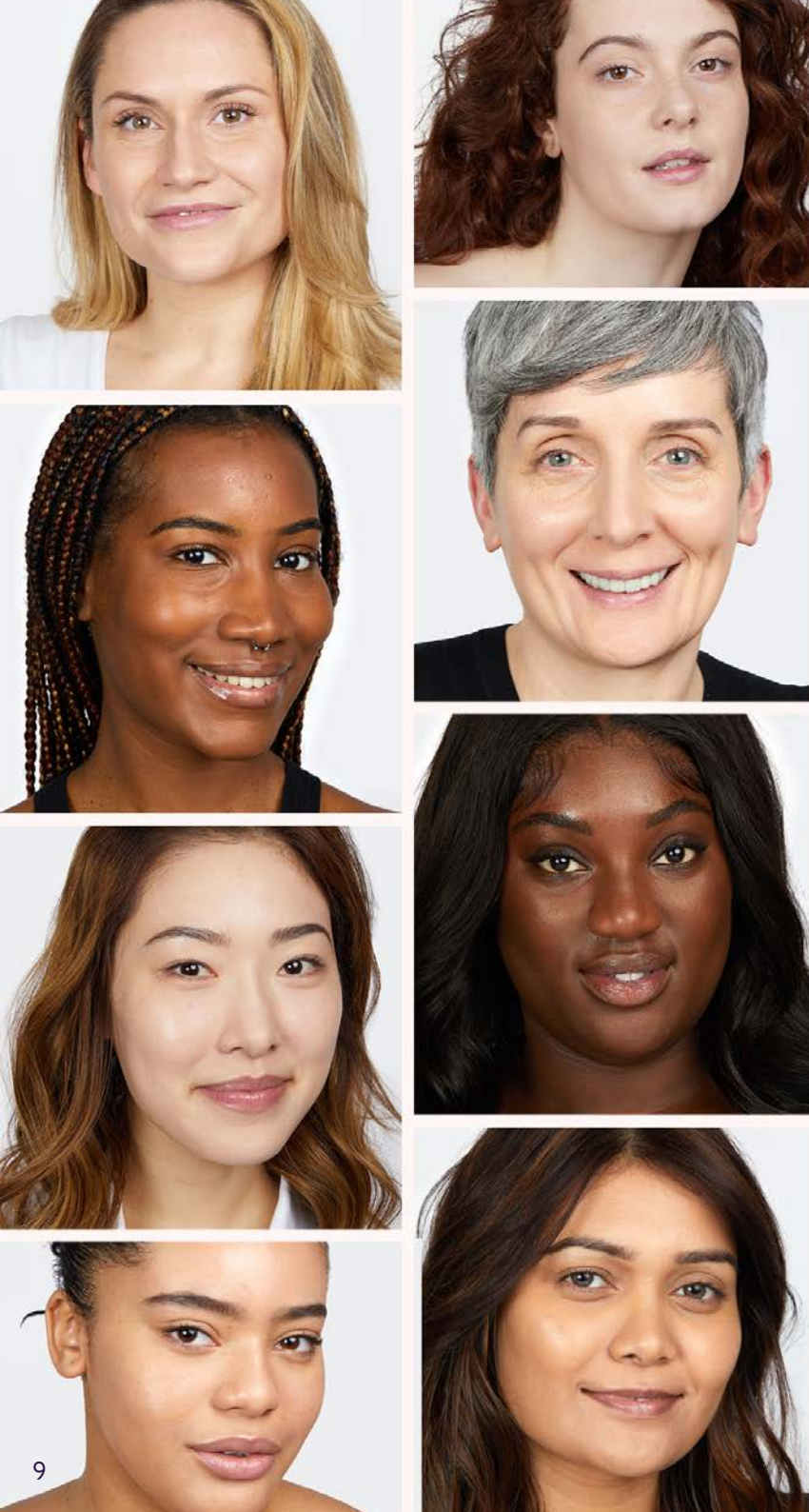


PERFECT COVERAGE



IMPECCABLE FINISH





BY TERRY
PARIS

A Life-Empowering Foundation

100%

Agree skin feels hydrated.*

100%

Agree skin texture is smoothed.*

100%

Agree texture is comfortable and non-oily.*

100%

Agree complexion looks fresh, radiant & even.*

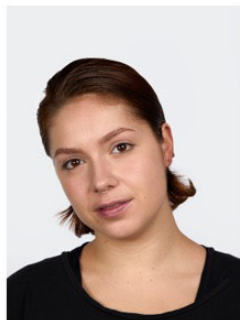
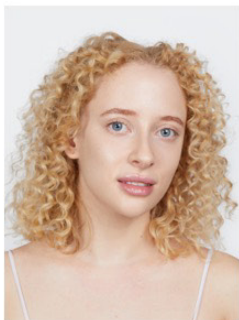
*Satisfaction Test Performed on 23 Volunteers



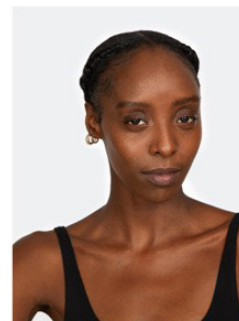
The Perfect Match

The unique formula adapts to all skin tones and is suitable for all skin types, for a natural and luminous glow.
24 skin-fit shades smartly created to match every skin tone.

Your Perfect Shade available on [BYTERRY.COM](https://www.byterry.com)



A SHADE
FOR EVERYONE



Get The Perfect Glow - Your Dream Trio

BRIGHTENING CC FOUNDATION is the perfect addition to our award-winning **BRIGHTENING CC RANGE** for a healthy glow makeup routine.



Radiant Skin & Perfect Even Complexion

Colour Correct & Glow



Blush & Illuminate



Warm & Glow



BRIGHTENING CC SERUM

BRIGHTENING CC BLUSH

BRIGHTENING CC PALETTE

BYTERRY
PARIS

Beyond a *Foundation* The power of a *Serum*

Join the Brightening Revolution

Share your genuine thoughts, join the conversation, and be part of a movement #BEYONDAFOUNDATION that celebrates innovation, authenticity, and the true essence of beauty.

AVAILABLE IN 24 SHADES 30ml €70 | £62 | \$79

Available now at **BYTERRY.COM**, and in all our beauty partners in the world.

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  @byterryofficial

