

Nuxe smooths skin to perfection with new primer



Nuxe Crème Prodigieuse Boost 5-in-1 Multi-Perfection Smoothing Primer has a perfecting effect on the skin

French beauty brand Laboratoire Nuxe has introduced a new skincare beauty step with the launch of its 5-in-1 smoothing primer.

The new 5-in-1 Multi-Perfection Smoothing Primer is the fifth of five products in the Crème Prodigieuse Boost Range.

This new beauty step has a perfecting effect on the skin that is instantaneous and helps alleviate the first signs of ageing and signs of fatigue, according to Nuxe.

This non-tinted smoothing primer comes in a 30ml tube, creates a natural “bare skin” effect, and is suitable for all skin types.

Applied in a single step, just 15 seconds later it will bring luminosity to a dull complexion and blur imperfections on skin texture, the company said.

Marion Bruimaud, Travel Retail Director, Laboratoire Nuxe, said: "It is a very significant addition to our Crème Prodigieuse Boost range, and we are confident it will be especially appealing to air travelers who want a quick and effective solution to alleviate these signs of fatigue linked to their hectic lifestyles."