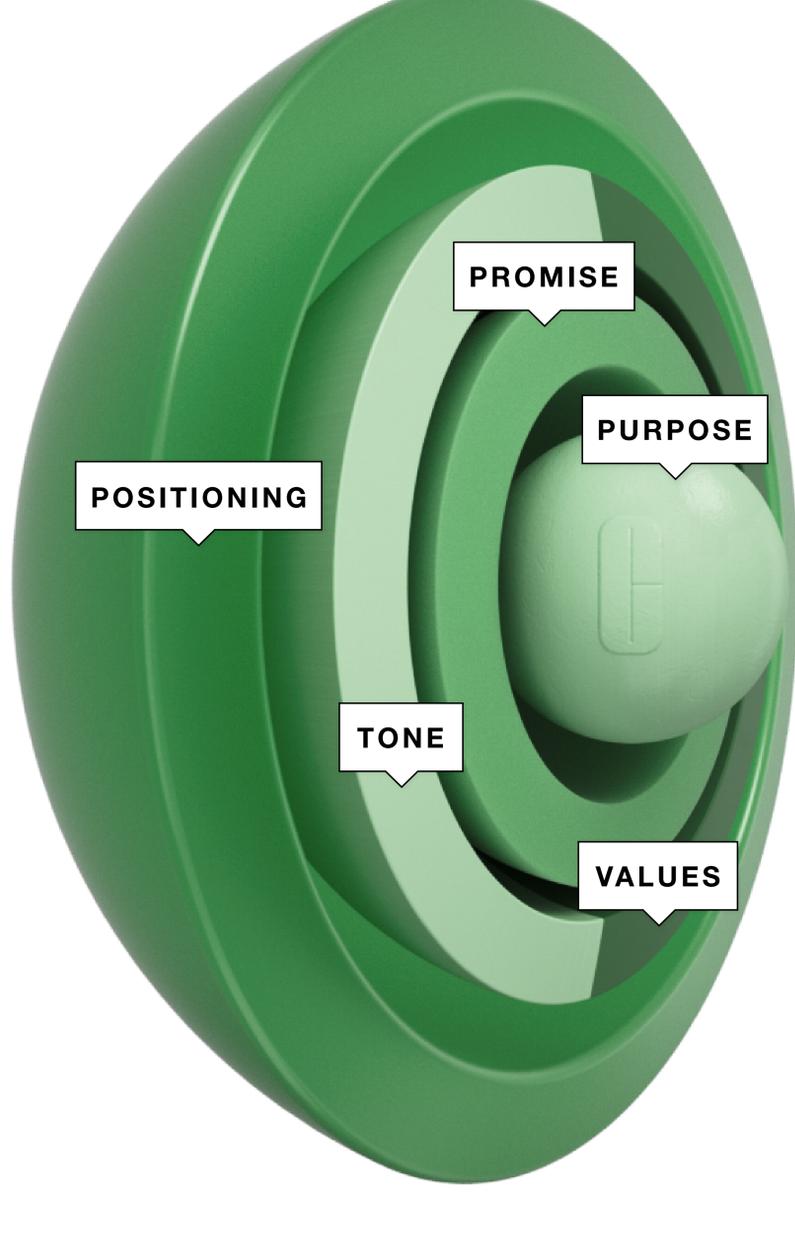




The Molecule

The Clinique Brand Molecule decodes our brand DNA, representing a brand built on science and what is made possible by it. Scroll to unlock our code.



PURPOSE
A daily dose of optimism.
For skin. For life.

PROMISE
Great skin can be created.

VALUES
Grounded in interdisciplinary science,
Focused on the essential,
Committed to safety,
In service of all skin.

TONE
Clarity, Bravery, Optimism

POSITIONING
We tackle skin's toughest challenges with scientifically proven solutions that address skin concerns from all angles - not just one.
The result is highly effective, powerful products that every face can trust.

CLINIQUE

For more information visit
www.loremipsum.com