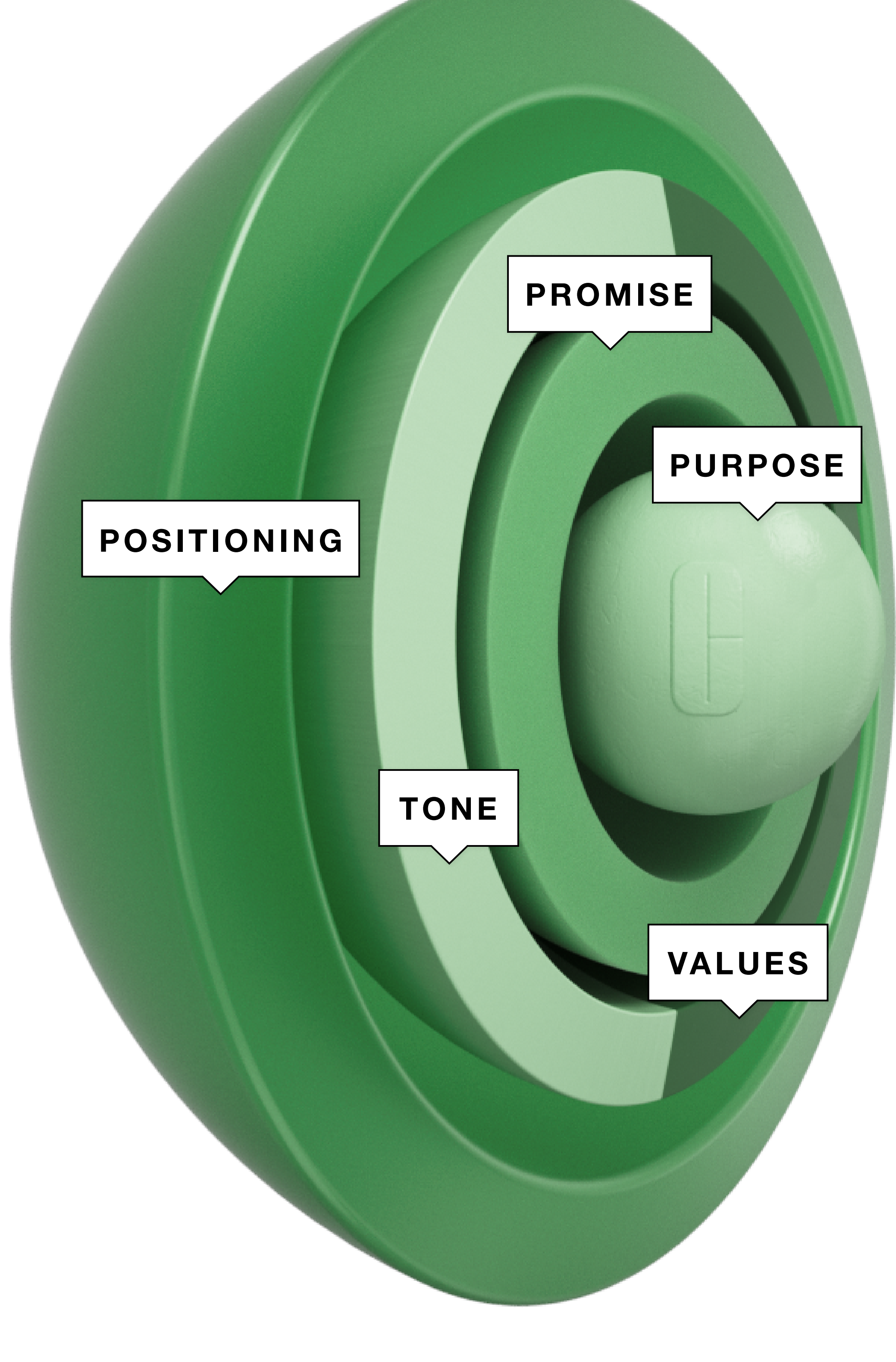


The Molecule

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