

ESTÉE LAUDER

ADVANCED NIGHT REPAIR PROTECTIVE RECOVERY COMPLEX

FUN FACTS

The brown bottle with the little dropper is legendary. Synonymous with the Estée Lauder brand for *24 years*, **Advanced Night Repair Protective Recovery Complex** or **ANR** as it is more commonly known is a staple found in women's cosmetics cabinets all around the world!

The original formula, which first launched in 1982 and was known as **Night Repair Cellular Recovery Complex**, was redeveloped in 1990, when revolutionary technologies were added to the formula to create the **ANR** we all know and love today.

Since 1990, the Estée Lauder Research and Development team has continuously been asked if there are any plans to update this unique formula, and always the answer is the same – how do you make something this good even better? And of course the answer is, you don't.

Women around the world agree, and the numbers speak for themselves:

In one year, Estée Lauder sold **1,300,000** bottles of **ANR** (including Advanced Night Repair Whitening) globally.

This equals:

- **3681** bottles per day
- **153** bottles per hour
- **3** bottles every single minute!

Someone, somewhere around the world is always buying one of the Advanced Night Repair line of products. If sales of Estée Lauder's, **Advanced Night Repair Protective Recovery Complex for Eyes**, are added to the number of bottles of serum sold each year, the total number of ANR products sold each year, climbs to a massive 2.19 million bottles!

This equals:

- **6,000** bottles per day
- **250** bottles per hour
- Approximately **4** bottles every minute