

OLAY

OLAY Super Cream Awarded 2025 Best Moisturizer with SPF by Allure Best of Beauty
OLAY's Super Series Secures its Second Allure Best of Beauty Win



Sept. 24, 2025 – New York, NY – OLAY, the #1 anti-aging skin care brand, is proud to announce **Super Cream with Broad Spectrum SPF 30** has been honored with the **2025 Allure Best of Beauty Award for “Best Moisturizer with SPF.”** From the makers of the most awarded serum*, Super Serum, OLAY Super Cream delivers high-performing multitasking skin care that simplifies routines and delivers visible results. The Allure Best of Beauty Award is one of the most coveted accolades in the beauty industry, recognized for over 25 years as a trusted seal guiding consumers toward the absolute best in beauty for efficacy, innovation and trust.

“Today, the skin care shelf can feel overwhelming and complex,” said Gwynedd Davis, VP, OLAY at Procter & Gamble. “People are asking for products to do the most for their skin without adding time or complexity to their day. That’s why we developed OLAY Super Cream with SPF — a powerful 5-in-1 multitasker that simplifies routines without compromising results. We’re honored that Allure has recognized it as one of this year’s Best in Beauty.”

For more than 70 years, OLAY, the most awarded skin care brand*, has listened to women and applied expert-backed science to meet their evolving skin care needs across diverse skin tones. Super Cream is the latest expression of that legacy — a lightweight yet powerful 5-in-1 moisturizer that hydrates, smooths, brightens, firms and protects with SPF, all in one effortless step.

In a 12-week consumer study, Super Cream delivered trusted results:

- **98%** agreed it left the skin feeling smooth
- **94%** agreed it provided long-lasting hydration
- **82%** agreed it improved skin texture

- 80% agreed it visibly reduced fine lines

Thoughtfully formulated to work seamlessly for all skin tones, Super Cream delivers broad-spectrum SPF 30 protection with no white cast while combining powerhouse ingredients like Vitamin C, Niacinamide, Collagen Peptide, Vitamin E and AHA — actives that typically don't play well together. Through expert formulation and craftsmanship, OLAY has achieved a synergized blend that hydrates, protects and primes while strengthening skin resiliency to better withstand stress and recover from damage caused by UV rays, pollution and aging. The result: immediate and long-term benefits for resilient, younger-looking skin, whether worn alone as the final step in a skincare routine or as a smooth primer under makeup.

OLAY Super Cream with Broad Spectrum SPF 30 is available at OLAY.com and major retailers nationwide for \$34.99 MSRP (pricing at the discretion of retailers.)

About OLAY

OLAY is a worldwide leader in skin care and has been trusted by women for over 70 years. In 2021, it became the first mass skin care brand in the US to commit to zero skin retouching in all advertising to show real results. With a belief in an inclusive beauty standard, as the #1 anti-aging skincare brand, Only OLAY can deliver innovative, high performing products backed by proven science and trusted results that work for all skin tones. Among its award-winning portfolio are the Most Awarded Serum* (Super Serum), the #1 Most Awarded Retinol** (Regenerist Retinol24 Night Moisturizer) and the Most Awarded Facial Cleanser Collection*** (Cleansing Melts).

For more information, visit OLAY.com and follow on [Instagram](#), [TikTok](#), [Facebook](#) and [X](#).

* Based on a 6-year review of major beauty awards ending March 2025

** Based on a 6-year review of major beauty awards ending June 2025

*** Based on a 12-month review of major beauty awards ending December 2024

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