

# Moisturising is an essential component to any skin care regimen

Facial moisturisers are an important part of a daily skin care regimen. Depending on the formulation, moisturisers may help<sup>12</sup>:

- Prevent dry skin
- Soothe sensitive skin
- Improve the appearance of skin smoothness and texture

Most moisturisers work by holding water in the top layer of skin and forming a temporary barrier to help prevent moisture from escaping through the skin's surface.<sup>12</sup>

Because everyone's skin is different, be sure to ask your clinician about the best moisturiser suited for your skin type and condition.<sup>12</sup>

**For best results, use a moisturiser daily**

## Obagi Hydrate and Obagi Hydrate Luxe are dermatologist tested and are:<sup>13,14</sup>

- Non-irritating
- Non-sensitising
- Hypoallergenic
- Non-comedogenic



To purchase Obagi Hydrate and Obagi Hydrate Luxe, talk to your clinician today.

**References:** 1. TEWL/Moisturization evaluation of a skin care product. Obagi Moisturiser Formula #006-40-12 (GS #BK-12-0131) Lot #RND06-0104. OMP, Inc. Data on file. 2. Hydromanil product brochure. OMP, Inc. Data on file. 3. Yosipovitch G, Xiong GL, Haus E, Sackett-Lundeen L, Ashkenazi I, Maibach HI. Time-dependent variations of the skin barrier function in humans: transepidermal water loss, stratum corneum hydration, skin surface pH, and skin temperature. *J Invest Dermatol.* 1998;110(1):20-23. 4. Kräuchi K, Wirz-Justice A. Circadian rhythm of heat production, heart rate, and skin and core temperature under unmasking conditions in men. *Am J Physiol.* 1994;267(3, pt 2):R819-R829. 5. Chronobiology of skin and skin disorders. The American Association for Medical Chronobiology and Chronotherapeutics website. <http://www.aamcc.net/skin.html>. Accessed September 18, 2015. 6. Le Fur I, Reinberg A, Lopez S, Morizot F, Mechkouri M, Tschachler E. Analysis of circadian and ultradian rhythms of skin surface properties of face and forearm of healthy women. *J Invest Dermatol.* 2001;117(3):718-724. 7. Desotelle JA, Wilking MJ, Ahmad N. The circadian control of skin and cutaneous photodamage. *Photochem Photobiol.* 2012;88(5):1037-1047. 8. Mehling A, Fluhr JW. Chronobiology: biological clocks and rhythms of the skin. *Skin Pharmacol Physiol.* 2006;19(4):182-189. 9. Obagi Hydrate Luxe technology MOA. Lucas Meyer Cosmetics. Data on file. 10. Obagi Hydrate Luxe product information. OMP, Inc. Data on file. 11. UL consumer survey, project #1313275. OMP, Inc. Data on file. 12. Moisturizers: options for softer skin. MayoClinic.org website. <http://www.mayoclinic.org/diseases-conditions/dry-skin/in-depth/moisturisers/art-20044232>. Accessed September 18, 2015. 13. Clinical safety evaluation RIPT. Obagi Moisturiser Formula #006-40-12 (GS #BK-12-0131) Lot #RND06-0104. OMP, Inc. Data on file. 14. Clinical safety evaluation RIPT. Hydrate Luxe Moisturiser Formula #006-40-17 (BK-12-0370) Cosmetic. OMP, Inc. Data on file.

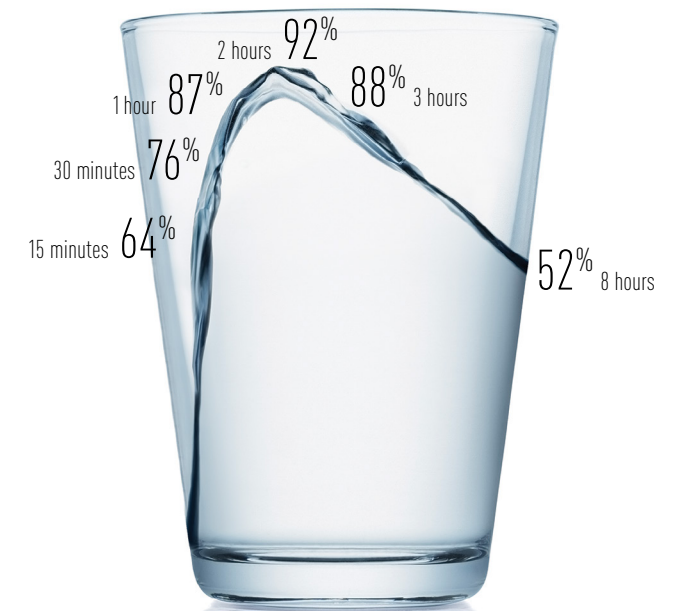
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## OBAGI HYDRATE®



Corneometer scores (% change in skin moisture during treatment)<sup>1,\*</sup>

Long-lasting facial moisturisers that really hold water



\*Improvements observed at each time point were statistically significant ( $P < .001$ ) as compared to before treatment.

# Obagi Hydrate Facial Moisturiser provides rapid and all-day moisturisation

- Works quickly: **92%** improvement in moisture content of the skin within 2 hours<sup>1</sup>
- Lasting effects: **51%** decrease in water loss after 8 hours<sup>1</sup>



Appropriate for all skin types<sup>1,2</sup>

## Obagi Hydrate with 2-in-1 moisturising action<sup>2</sup>

- Reduces water loss at the skin's surface
- Continuously releases moisturising ingredients within the skin
- Helps to enhance skin smoothness

# Obagi Hydrate Luxe<sup>®</sup> is specifically engineered for overnight, ultra-rich moisturisation

## During the night, skin increases its renewal and metabolic functions<sup>3-8</sup>

- Essential skin care ingredients include those that capture and retain moisture
- Contains peptides designed to complement the body's natural biorhythms for healthier-looking skin<sup>9</sup>



Obagi Hydrate Luxe has all the benefits of Obagi Hydrate, plus powerful ingredients that work while you sleep, for long-lasting moisturisation and a rejuvenated-looking complexion.<sup>9,10</sup>

## Obagi Hydrate Luxe key peptides<sup>9</sup>

- Reduce the appearance of fine lines and wrinkles in mature skin
- Improve the appearance of skin firmness
- Help the look of skin fragility
- Complement the skin's natural biorhythms
- Support replenishment while you sleep

## Obagi Hydrate Luxe is effective and cosmetically elegant

- Saturates skin with moisture
- Softens dry skin
- Promotes skin radiance
- Luxurious, balm-like texture
- Comforting scent

## A consumer survey of more than 30 responders showed users prefer Obagi Hydrate Luxe<sup>11</sup>

- **87%** would recommend Obagi Hydrate Luxe to a friend
- **81%** would purchase Obagi Hydrate Luxe
- **74%** prefer Obagi Hydrate Luxe over their current nighttime moisturiser

A majority of users saw improvements in the look of fine lines, firmness, skin texture, skin radiance and hydration<sup>11</sup>