BASIC HYDRO



VITAL FLASH

Moisturizing creamy gel

REF: 755 (R) **PRESENTATION:** 50ml tube 755.2 (C) 200ml tube



The BASIC HYDRO Vital Flash (O/W) is a light, moisturizing gel cream which preserves the skin elasticity and protects against free radicals. Whether for men, young skin, or newcomer or the oily skin areas, this soft and sporty formula is a real all-rounder. Due to the use of the new and award winning raw material (2012 raw material of the year) is the TEWL (trans epidermal water loss) decreased dramatically and the moisture retains in the tissue.

The ocean freshness fragrance reminds of summer vacation on the water and wishes you wanting more of it.

RECOMMENDED FOR:

For normal and dry skin.

CHARACTERISTIC:

Moisturizing, moisture-binding, smoothing, protecting and revitalizing.

INGREDIENTS & BENEFITS:

PENTAVITIN® (Most Innovative Raw Material Concept of BSB Innovation Prize 2012)

PENTAVITIN® is a 100% natural, plant-derived ingredient with both ECOCERT approval and NATRUE certification. PENTAVITIN®'s composition is similar to that of the natural carbohydrate complex found in stratum corneum. It is highly substantive to skin, binding itself to keratin like a magnet. It is a highly effective moisture regulator that functions under the driest conditions where traditional moisturizing agents and humectants lose their effectiveness. PENTAVITIN® has been shown to reduce dryness and irritation caused by the use of AHAs. Benefits:

- Instant deep hydration
- Deep hydration for 72 hours
- Strengthens skin barrier function
- More than 50% improvement in skin smoothness and softness and more than 50% reduction in flakiness and itchiness caused by dry skin after only 2 weeks application

Wheat Protein

The wheat germ protein provides amino acid and high glutamine levels to the skin, it effectively preserves and improve skin moisture.

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CellActive®- HYDRO

(Apple extract, pectin, chlorella vulgaris/lupinus albus protein ferment substance): CellActive®-HYDRO has been specially developed to provide a long term skin moisturizing effect. Malic acid and water-binding substances present in apple help optimize the fluid balance of the epidermis that supports the skin's own NMF, strengthening the skin's barrier functions and optimizes skin flaking. The bio ferment essential cell boost-factor promoting the formation of cell adhesion proteins and firm tissues. Skin becomes smoother, firmer and full of moisture – not unlike an apple.

Magnolol

Extracted from magnolia bark to protect against inflammation, neutralize internal skin factor to slow down the skin aging processes, reduce redness and improve the hydration and visco-elastic properties of the skin.

APPLICATION:

Apply on the cleansed and toned skin. Excellent as a make-up base.

SALE IDEAS:

- Perfect companion for sport and leisure activities due to its light and non-greasy formula.
- Paraben free.

BEAUTY SPA:

The final care after a moisture treatment, suitable for a quick massage during the summer season. A perfect match, in combination with a refreshing alginate mask.