## Hydration is essential for every skin care regimen

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

- Prevent and soothe dry skin
- Protect sensitive skin
- Improve the appearance of skin tone and texture

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

Because everyone's skin is unique, be sure to ask your physician about the best Obagi Hydrate<sup>®</sup> suited for your skin type and condition.<sup>12</sup>

For best results, use a hydrator daily

#### Obagi Hydrate® and Obagi Hydrate Luxe® are clinically proven safe<sup>13,14</sup>

- Dermatologist tested
- Allergy tested
- Hypoallergenic
- Non-irritating
- Non-sensitising
- Non-comedogenic



To purchase Obagi Hydrate® and Obagi Hydrate Luxe®, talk to your physician today.
Find them via www.obagiuk.com

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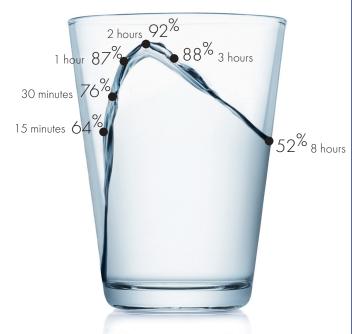
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#### **OBAGI HYDRATE®**



Corneometer®\* scores (% change in skin moisture during treatment) 1,†

# Long-lasting facial hydration that really holds water



Obagi skin is healthy skin

† Improvements observed at each time point for Obagi Hydrate were statistically significant (P<.001) as compared to before treatment.

### Obagi Hydrate® provides instant and long-lasting hydration

- Starts working quickly: 92% improvement in moisture content of the skin within 2 hours<sup>1</sup>
- Continued action throughout the day: 51% decrease in water loss after 8 hours<sup>1</sup>

Appropriate for all skin types 1,2



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

- Reduces water loss at the skin surface
- Continuously releases hydrating ingredients
- Helps to enhance skin smoothness

# Obagi Hydrate Luxe<sup>®</sup> is specifically engineered for overnight, extra-strength hydration

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

- Ingredients that support replenishment and cell / tissue renewal and repair are essential
- Obagi Hydrate Luxe<sup>®</sup>
   peptides are designed
   specifically to complement
   these functions<sup>9</sup>

Obagi Hydrate Luxe<sup>®</sup> has all the benefits of Obagi Hydrate<sup>®</sup>, plus powerful ingredients engineered to work while you sleep, for ultra-rich hydration and rejuvenation.<sup>10</sup>

OBAGI \* Hydrate Luxe Moisture-Rich Cream

#### Obagi Hydrate Luxe® key peptides9

- Reduce the appearance of fine lines and wrinkles in mature skin
- Increase skin firmness
- Complement natural skin renewal
- Reduce skin fragility
- Help skin recover from daily environmental stressors

### Obagi Hydrate Luxe<sup>®</sup> is effective and cosmetically elegant

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

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

- 87% would recommend Obagi Hydrate<sup>®</sup> 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 fine lines, firmness, skin texture, skin radiance, and hydration<sup>11</sup>

