

## HYDRATUM MOISTURIZING CREAM/LOTION

Aloe vera + Vitamin E + Squalene + Olive oil + Na lactate + Na pyrrolidone carboxylate +  
Glycerin + Dimethicone

### INGREDIENTS

INGREDIENTS	ROLE
Aloe Vera	Repairs skin
Vitamin E	Repairs skin
Squalene	Repairs skin
Olive oil	Retains Moisture
Glycerin	Retains Moisture
Dimethicone	Retains Moisture
Na lactate	Restores softness
Na pyrrolidone carboxylate	Restores softness

### PHARMACOLOGY

#### Repairs Skin:

Aloe Vera: There are three types of lipids found in the outer layer of your skin: fatty acids, cholesterol and ceramides. These lipids combine to form a tight seal or layer around the skin's cells, to hold water inside. Aloe Vera deposits skin-natural lipids, thus helping to replenish those that are lost when the barrier is damaged by washing or other factors. It also restores lipid function and reinforces lipid bilayer.

Vitamin E: Vitamin E promotes healthy skin and hair, slows down aging and might possibly prevent age spots. Vitamin E is a strong antioxidant that helps to prevent cell damage by inhibiting the formation of free radicals and the oxidation of fats within the body and thus reduces skin damage.

Squalene: Squalene is naturally produced during cholesterol synthesis and is widely distributed in human tissues. Its major concentrations are in the skin and in the oils secreted by sebaceous glands, which provide a protective barrier to the skin surface. Squalene helps maintain skin moisture by lubricating the skin surface. Squalene can deactivate the free radical. Squalene can also absorb and bind fat-soluble toxins, helping to excrete them from the body. It also enhances collagen production and thus nurtures skin. These multiple functions of squalene make it an excellent nutritional support product for the skin.

**Retains Moisture:**

Olive oil: Olive oil has excellent moisturizing benefits because it contains linoleic acid, which prevents the evaporation of water. Use of olive oil moisturizes nail cuticles, maintain elasticity of skin and maintain a smooth complexion. It reduces Trans Epidermal Water Loss (TEWL) by creating a hydrophobic barrier over the skin and contributing to the matrix between corneocytes, and has the most pronounced effect when applied to slightly dampened skin to aid skin hydration.

Glycerin: Glycerin is a type of humectant which is able to attract water from two sources: they enhance water absorption from the dermis into the epidermis, and in humid conditions they also help the SC to absorb water from the external environment. Many humectants also have emollient properties.

Dimethicone: It reduces Trans Epidermal Water Loss (TEWL) by creating a hydrophobic barrier over the skin and thus retains moisture.

**Restores softness:**

Na lactate and Na pyrrolidone carboxylate: NMF is skin's own self moisturizing tool. It's made up of a mixture of water-soluble compounds such as Na lactate, NA pyrrolidone carboxylate which bind to water and hold onto it. The skin cells that make up the outermost layer of the epidermis, known as the stratum corneum, produce and contain NMF as a way to hydrate the surface layer. Thus complements NMF and maintains the moisture level and imparts softness.

**INDICATIONS**

1. Eczema
2. Seasonal dryness
3. Atopic dermatitis
4. Psoriasis
5. Irritant contact dermatitis
6. Xeroderma

**DOSAGE AND APPLICATION:**

Apply to the affected area twice daily, or as recommended by the physician. Use regularly: Specially recommended after washing / bathing.

**CONTRAINDICATION:**

Sensitivity to any of the ingredients used.

## **PRESENTATION**

**Hydratum Moisturizing Cream** is available in 75 g tube and **Hydratum Moisturizing Lotion** in 100 ml pump bottle.

## **STORAGE INSTRUCTION**

Keep in a cool place