

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

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



To purchase Obagi Hydrate<sup>®</sup> and Obagi Hydrate Luxe<sup>®</sup>, talk to your physician today.  
Find them via [www.obagiuk.com](http://www.obagiuk.com)

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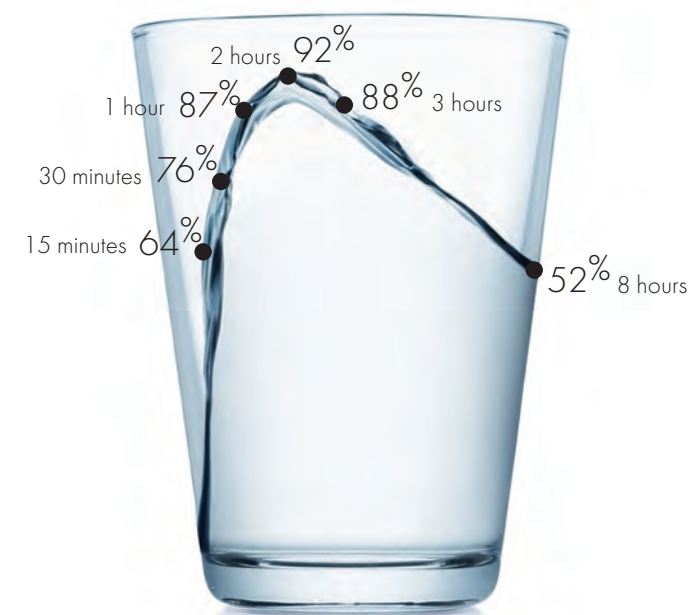
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OBAGI  
MEDICAL

## OBAGI HYDRATE<sup>®</sup>



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

## Long-lasting facial hydration that really holds water

OBAGI  
MEDICAL

Obagi skin is healthy skin

<sup>†</sup>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<sup>1,2</sup>



### Obagi Hydrate® 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® 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® peptides are designed specifically to complement these functions<sup>9</sup>



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

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

- 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® 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® 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>

