

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 help¹²:

- 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.¹²

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

For best results, use a hydrator daily

Obagi Hydrate[®] and Obagi Hydrate Luxe[®] are clinically proven safe^{13,14}

- 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

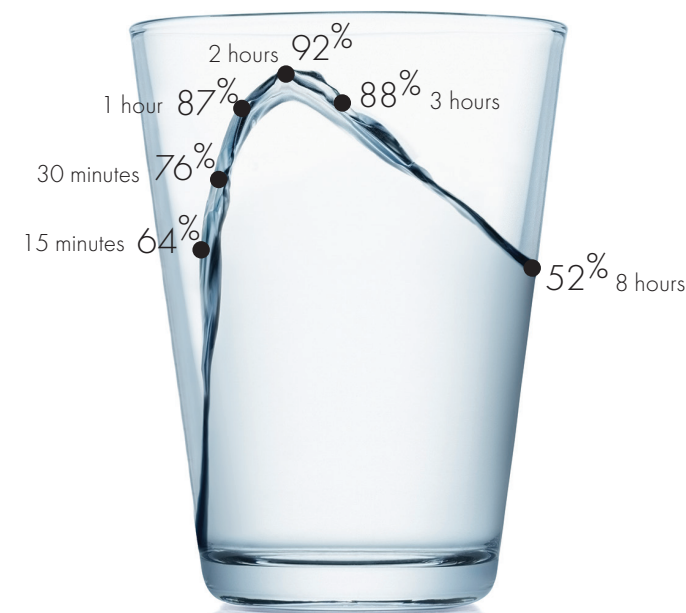
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OBAGI HYDRATE[®]



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 hours¹
- Continued action throughout the day: 51% decrease in water loss after 8 hours¹



Appropriate for all skin types^{1,2}

Obagi Hydrate® with 2-in-1 moisturising action²

- 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 functions³⁻⁸

- Ingredients that support replenishment and cell / tissue renewal and repair are essential
- Obagi Hydrate Luxe® peptides are designed specifically to complement these functions⁹



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.¹⁰

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® 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®¹¹

- 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 hydration¹¹

