

OBAGI™

# Daily Hydro-Drops™ Facial Serum

Radiance in Every Drop!

**OBAGI™**  
MEDICAL

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MEDICAL

**NEW & EXCLUSIVE**  
ONLY AT MASSAGE ENVY



**Daily Hydro-Drops™ Facial Serum:**  
Instant boost of hydration to help lock in moisture



# Daily Hydro-Drops™ Facial Serum Agenda

## Scientific Information

- Emulsifier 101
- Hydrator versus Moisturiser

## Microfluidic Technology

## Daily Hydro-Drops Isoplentix™ Technology

## Daily Hydro-Drops Performance Data



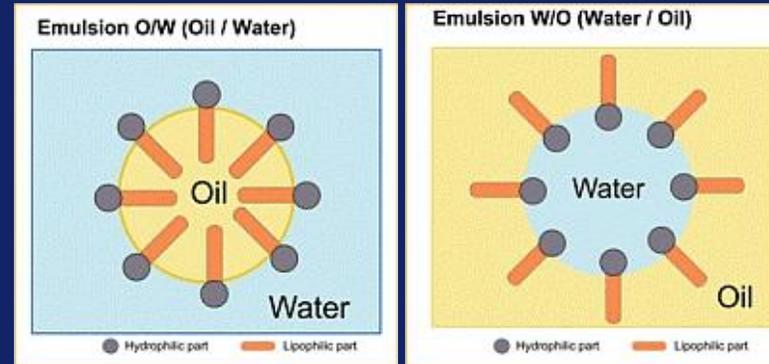
# Emulsifiers

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Emulsifiers are substances that can help to reduce the surface tension at the interface of two substances otherwise incapable of being mixed, allowing them to mix and form an emulsion

Emulsifiers belong to the general class of compounds called surface active agents or surfactants

# Emulsifiers 101



Most skincare products are emulsions: mixtures of oil-soluble and water-soluble ingredients held together in their respective oil- and water-phases

Without emulsifiers the oil phase and the water phase can come together, but they will separate very quickly because oil and water are not capable of being mixed

Emulsifiers are necessary to keep oil and water phase together in a stable manner (shelf-life)

Ex: Laureth, Polysorbates, Cetearth, PEGs, Propylene Glycol Cocoate, Glyceryl Caprylate

High amounts of emulsifiers in a product can sometimes increase the irritation potential of a product in sensitive skin types

# Daily Hydro-Drops are a hydration experience!

## •Hydrator = Water

Function: bind water to the skin

All skin needs hydration

Dehydrated skin is dull lackluster

Typically serums like HA, balms, ointments



## Moisturiser = Oil

Function: lock in hydration

All skin needs moisture

Dry skin lacks oil (natural lipid barrier)

Typically lotions and creams, gels, mists



# Myth

Oily skin does not need a moisturiser

# Fact

The right 'good' oils can actually replace or counteract the 'bad' oils that are overproduced in the skin

Oily skin types should focus more on a higher water content in a moisturiser rather than oil

Daily Hydro-Drops™ is a light-weight noncomedogenic, hydrating serum

# Microfluidics



# Microfluidics Technology

Molecular interface kept together by electrostatic forces, which can keep oil and aqueous phases separate without the use of surfactants

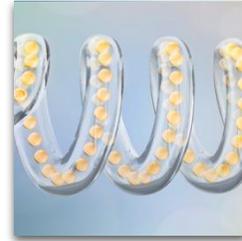
Two substances carry opposite charges they naturally stick together like «Velcro» this makes it capable of enclosing lipophilic actives





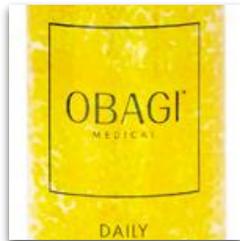
Microfluidics is the science defined by the behaviour, precise control and manipulation of fluids

Microfluidics enhances the ability of researchers to make more precise quantitative measurements



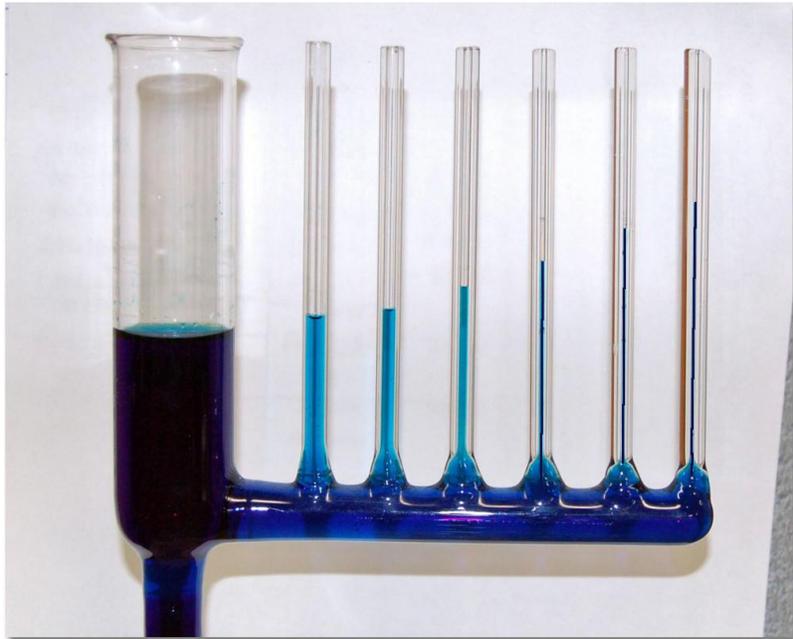
For the skin care industry specifically, it has helped in the formulation of increasingly complex and chemically sensitive ingredients

In microfluidics, amazingly, there's no coating on the suspended droplets!



Completely removes the need to add in unnecessary and potentially irritating emulsifiers

## Microfluidics



### Microfluidics

At extremely small volumes, fluids behave differently than large volumes- This is due to surface tension and charge phenomena.

A fluid passing through a tiny capillary tube is governed by a different set of physics as seen in the thinner tube all the way to the right- "capillary action."

### Capsum

*Capsum* is a French company that developed this process that produces lipophilic microbubbles. The microbubbles leverage these rules to produce lipophilic microbubbles that suspend in a hydrophilic gel in a stable manner

*Capsum* owns 65 patents to protect their microfluidics process

# Daily Hydro-Drops™ Technology



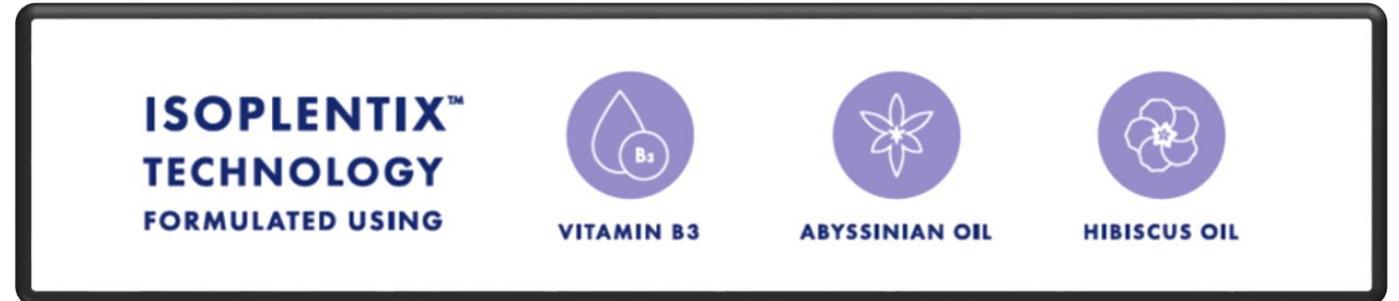
Powered by Obagi's  
**ISOPLENTIX™**  
Technology

ISO: Isolation of individual droplets with no coating

PLENTIX: Plentiful and replenish- droplets are bursting with nourishment

# Moisture Revolutionised

Suspended and preserved in their **purest forms** until the moment of application



Droplet bursts offer a fresh sensory experience and immediate moisturisation. Results you can see and feel.

# Obagi Isoplentix™ Technology

Formula is simple yet sophisticated

Removes potential irritants: everything that is needed, nothing that is not

No emulsifiers, no surfactants

Allows for protection of oil-soluble ingredients in their purest form



- **Oil Phase (Droplets):**

- Hibiscus oil
- Abyssinian oil
- Silicones
- Fragrance

- **Water Phase:**

- Niacinamide
- Glycerin
- Emollients

# THREE C'S OF CONSULTATION



Can be discussed in any order!

**CONDITION**

**CONCERN**

**COMMITMENT**

- All skin from dry to oily
- Fine lines & wrinkles
- Early signs of skin ageing

- Early signs of skin ageing
- Complains of "dry" or "dehydrated" skin
- Fine lines and wrinkles
- Rough texture

- Twice daily use
- Appreciates physician grade skin care products
- Desires a low irritation hydrating product

# Obagi Products- "Hydrate & Protect": Daily Hydro-Drops™ Facial Serum



-  **Innovative ISOPLMENTIX™ Technology**
-  **Provides antioxidant rich abyssinian and hibiscus oil**
-  **Supports and replenishes skins natural barrier with plant based cholesterol (phytosterols) and glycerin**
-  **Immediately smoother and hydrated feeling skin**
-  **Diminishes appearance of fine lines and wrinkles over time**

# Daily Hydro-Drops™ Facial Serum

## Daily Hydro-Drops



## Benefits

- Refreshing and experiential
- Instant light hydration
- Helps replenish skin's natural moisture barrier
- Smooths fine lines and wrinkles with continued use
- Provides a beautiful finish that's perfect for applying makeup

## Key Ingredients + ISOPLENTIX™ TECHNOLOGY

- Abyssinian Oil, Hibiscus Oil (containing phytosterols & antioxidants)
- Fatty acids: omega 9 & omega 6
- Vitamin B3 (niacinamide)

## Application & Usage

- **Home Use:** Apply one dropper to face/neck/décolletage morning & evening after cleansing, toning and other treatment products, before Hydrate and SPF.
- Once daily -90 day supply, twice daily- 45 day supply
- **Protocol Use:** hydrating booster and finishing product

# Protocol Placement

Daily Hydro-Drops is a Targeted Solution: Hydrator / Hydrating Serum  
Complements your moisturiser; not a replacement



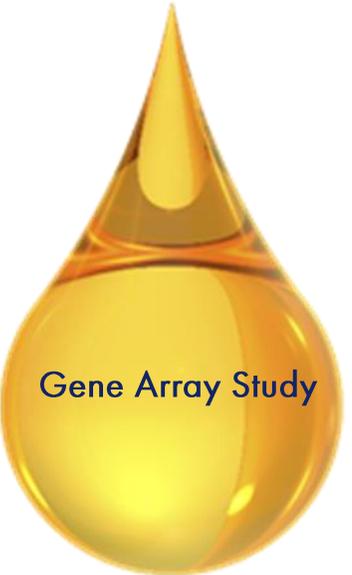
Cleanser + Serum + Other Targeted Solutions + Daily Hydro-Drops + Moisturiser (if needed) + SPF

## Additional Benefits

- Provides a 'pick-me-up' for a lackluster complexion
- Provides a beautiful finish that's perfect for layering under makeup
  - Incremental to any skin care regimen
  - Designed for all skin types

# Daily Hydro-Drops™ Performance Data Review





# Daily Hydro-Drops™ Profile

- Integrity
- Safety
- Efficacy

## Integrity:

- Stability 4°C, 25°C, 40°C
- Freeze-Thaw
- PET
- Micro

## Safety:

- Hypoallergenicity
- Comedogenicity
- Ophthalmology (including contact lens wearers)
- In-Use safety

**PASS**



## Formula Attributes After 1<sup>st</sup> Use: Consumer Aesthetic Perception

- Weightless feel- 89%
- Non-greasy-82%
- Absorbs quickly- 89%
- Silky – 80%
- Non-shiny finish-78%

## Consumer study feedback after 1<sup>st</sup> use and three weeks of use

### Perceived benefits with 1<sup>st</sup> use

- 91% said skin feels SMOOTHER
- 84% said skin feels REFRESHED
- 80% said skin feels HYDRATED

### Perceived benefits with 3 weeks of use

- 78% said skin felt HEALTHIER
- 78% said skin felt HYDRATED all day
- 85% said perfect complement for SMOOTHER/EVEN makeup application

Percent of Subjects Responding Positively



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