



OUR STORY

Born from love for the home, which has always been a place of expression of one's personality. Before embarking on this adventure, we gained over 20 years of experience in the sector.

A challenging path that, thanks to a great passion, has led us to excel in the world of **fragrances and body cosmetics**.

Cult of well-being, excellence, artisan traditions and maximum attention to detail are the creed of MyFragrances. All MyFragrances' products are designed in-house: from the graphics to the packaging, everything in My Fragrances is taken care of down to the smallest detail. Continuously projected towards ambitious and high quality projects, we have always supported the four strong elements of our brand: **quality, design, eco-sustainability and made in Italy**.

Inspiration, research and passion lead us to the continuous study of new formulas that guarantee optimal well-being while always respecting the environment and regulations. The attention to the formulations and the choice of raw materials is a fixed point for us. MyFragrances has made this philosophy a true mission, taking the customer on a multi-sensory journey that crosses the world in all its facets. **MyFragrances: Italian design, nature in the heart**.

HIDRA BIO LINE

Our face is our first impression, which is why it should always be well nurtured. For it to be glowing and beautiful, two things are essential: lots of water and the right skincare products.

Our facial cosmetics line is organic and sustainable: the packaging is reduced to a minimum, with careful selection of materials. The facial line consists of different products that will satisfy every skin type and need.

Face products 100% natural and Made in Italy, to valorise every beauty. Extremely effective in full respect of our epidermis and the environment.

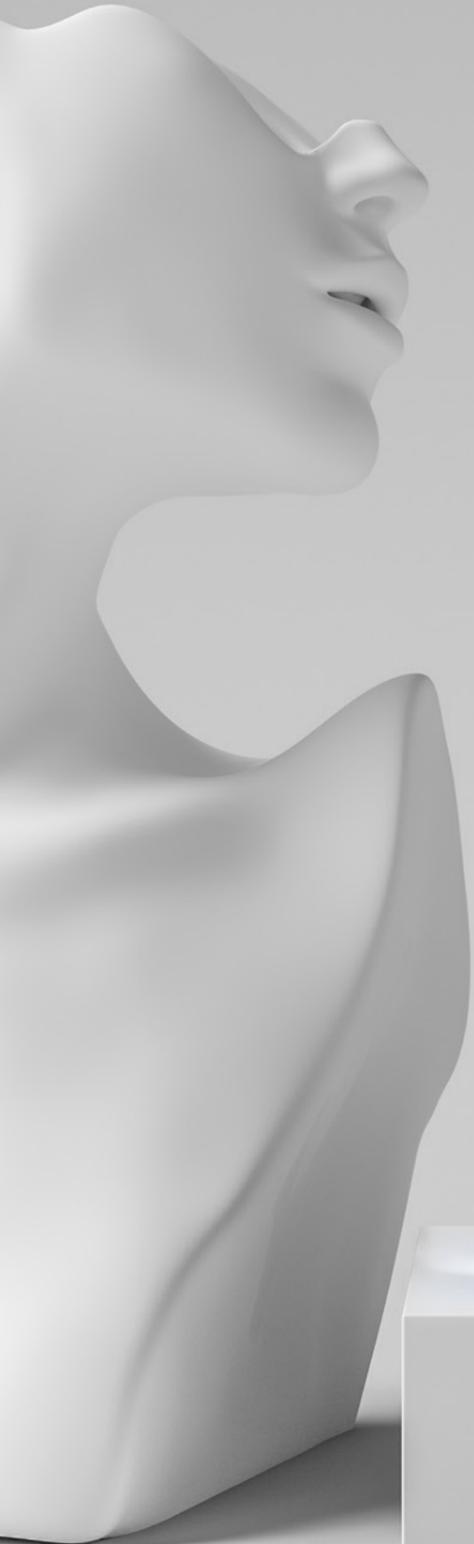


HIDRA BIO LINE

For our facial products, we only use **high-quality, certified organic ingredients produced in Italy**. Through the selection of **reliable and innovative raw materials**, we create technologically sophisticated formulas with a high degree of functionality and effectiveness. Our main focus is on natural and organically grown ingredients, in order to draw perfection from nature and sublimate it with the most modern technology. All the active ingredients in our facial line are of plant origin and come from organic cultivation. All formulas are dermatologically tested and nickel tested, they do not contain any parabens, petrolati, peg, sls, sles, silicones or synthetic dyes.



TWO PHASE CLEANSING LOTION EYE/FACE 100ML



DESCRIPTION

Gentle lotion, perfectly removes all types of make-up. The oils and active ingredients have a soothing effect and prevent redness. BIO Olive Oil, rich in vitamin A and E, has restructuring properties; BIO Argan Oil, rich in fatty acids, gives the skin a feeling of softness and smoothness.

TYPE OF SKIN

For all types of skin.

METHOD OF USE

Shake the bottle before use. Wet a cotton disc and gently cleanse the skin of the face and eye area, then dry gently. Can be used without rinsing.

KEY INGREDIENTS

Argan oil BIO
Olive oil BIO
Chamomile water BIO
Bitter orange distilled water
Sunflower seed oil BIO

PROPERTIES

Argan oil: Thanks to its high concentration of Vitamin E (twice the amount found in olive oil), Argan oil provides the skin with moisture, promotes cell oxygenation, protects the skin from external aggression and neutralizes free radicals. It is an oil that gives the skin a feeling of softness, smoothness and silkiness. It also has strong nourishing, anti-aging and firming properties.

Olive oil: Rich in many valuable substances for our beauty such as vitamins A, E, D and unsaturated fatty acids. It is excellent for fighting aging, ideal for treating dry and dehydrated skin as it has a strong emollient and soothing action. It helps to counteract water loss from the epidermis, keeping it moisturised and soft.

Chamomile water: Chamomile has decongestant and anti-inflammatory properties, due essentially to its components such as bisabolol and apigenin. Chamazulene is able to accelerate the healing of skin lesions.

Bitter Orange Distilled Water: Bitter Orange Flower Extract is obtained from Citrus Aurantium, an evergreen tree belonging to the Rutaceae family. The distilled water has regenerating, restorative and toning properties.

Sunflower Seed Oil: Rich in linoleic acid, Vitamin E, Vitamin A and minerals, it is a powerful antioxidant that helps protect body cells from the action of free radicals, slowing down skin ageing and regenerating them. It also has a calming and protective action, helping to nourish and soften dry skin in need of moisture.

INCI

Chamomilla Recutita Flower Water* (Chamomilla Recutita (Matricaria) Flower Water*), Aqua (Water), Ethylhexyl Palmitate, Isopropyl Palmitate, Dicaprylyl Ether, Glycerin, Citrus Aurantium Amara Flower Water (Citrus Aurantium Amara (Bitter Orange) Flower Water), Argania Spinosa Kernel Oil*, Helianthus Annuus Seed Oil* (Helianthus Annuus (Sunflower) Seed Oil*), Olea Europaea Fruit Oil* (Olea Europaea (Olive) Fruit Oil*), Sorbitol, Capryloyl Glycine, Sodium Chloride, Tetrasodium Glutamate Diacetate, Guaiazulene, Sodium Hydroxide, Sodium Benzoate, Potassium Sorbate, Citric Acid, Sodium Salicylate, Benzyl Alcohol

* from Bio organic certified agriculture

PAO

8 months.

MICELLAR WATER 100ML

DESCRIPTION

Formula designed to gently cleanse the face and eye area. Suitable for sensitive, normal and dry skin, this micellar water removes all traces of make-up and impurities from the skin.

TYPE OF SKIN

All types of skins.

METHOD OF USE

Shake the bottle before use. Wet a cotton disc and gently cleanse the skin of the face and eye area, then dry gently. Can be used without rinsing.

KEY INGREDIENTS

Chamomile Water BIO
Hyaluronic Acid
Provitamin B5
Chamomile Extract BIO
Mallow water
Rose Centifolia water
Witch hazel water

PROPERTIES

Chamomile water: Chamomile has decongestant and anti-inflammatory properties, mainly due to its components such as bisabolol and apigenin. Chamazulene is able to accelerate the healing of skin lesions.

Hyaluronic acid: Hyaluronic acid is responsible for maintaining the skin's moisture, turgidity, plasticity and viscosity thanks to its absorbent effect, which captures water within the epidermis. The result is an increase in skin elasticity and a reduction in wrinkles.

Provitamin B5: Panthenol applied locally is absorbed by the skin and converted into Provitamin B5. The latter has the function of deeply moisturising the skin and stimulating epithelialisation. It also has an anti-inflammatory effect and accelerates wound healing.

Chamomile extract: This extract has strong anti-reddening, soothing and decongestant properties. It promotes the repair of the epidermis and dermis and has a protective action against external aggression, accelerating the healing of skin lesions. A natural way to "relax" the skin.

Mallow water: Mallow has an emollient, protective, refreshing and de-reddening effect on the skin. Due to the presence of polyphenols it is also useful as an anti-inflammatory, astringent and vaso-protective agent.

Rosa Centifolia water: It has decongestant and emollient properties thanks to the polysaccharides contained in its leaves, which create a protective film on the skin.

Witch hazel water: The extracts and distilled water obtained from this plant have decongestant, astringent and emollient properties. Thanks to the high quantity of active molecules such as tannins and flavonoids, it also has important antioxidant and anti-inflammatory properties.

INCI

Aqua (Water), Chamomilla Recutita Flower Water* (Chamomilla Recutita (Matricaria) Flower Water*), Glycerin, Coco-glucoside, Sodium Chloride, Capryloyl Glycine, Hamamelis Virginiana Leaf Water (Hamamelis Virginiana (Witch Hazel) Leaf Water), Malva Sylvestris Leaf Water (Malva Sylvestris (Mallow) Leaf Water), Rosa Centifolia Flower Water, Chamomilla Recutita Flower / Leaf Extract* (Chamomilla Recutita (Matricaria) Flower / Leaf Extract*), Sodium Hyaluronate, Panthenol, Sodium Hydroxide, Sodium Benzoate, Citric Acid, Potassium Sorbate, Sodium Salicylate, Benzyl Alcohol

* da agricoltura biologica certificata

PAO

8 months.



CLEANSING CREAM EXTRA RICH 100ML



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MY FRAGRANCES
MILANO

DESCRIPTION

Non-foaming, perfumed cleansing cream, suitable for gentle cleansing of the face and décolleté. Cleanses without aggression, purifying the skin from daily external agents such as smog, dirt and make-up.

TYPE OF SKIN

All kinds of skin.

METHOD OF USE

Apply to wet skin, massaging gently. Rinse thoroughly. Can be used as an eye make-up remover by applying to a cotton wool pad.

KEY INGREDIENTS

Aloe Vera Gel BIO
Provitamin B5
Shea Butter
Chamomile Extract BIO
Soya Oil
Distilled Green Tea Water BIO

PROPERTIES

Aloe Vera gel: This extract contains large quantities of mucilage, as well as glycoproteins, lipids, enzymes, saponins, vitamins and minerals. It has emollient and anti-aging properties.

Provitamin B5: Panthenol applied locally is absorbed by the skin and converted into Provitamin B5. The latter has the function of deeply hydrating the skin and stimulating epithelialization. It also has an anti-inflammatory effect and speeds up wound healing.

Shea butter: Has emollient, hydrating and regenerating properties for the skin barrier. It gives the skin firmness and elasticity, which makes Shea Butter a valuable ally in combating the signs of aging on the face and body. Thanks to the Vitamin E it contains, it is an excellent natural antioxidant.

Chamomile extract: This is an extract with marked anti-reddening, soothing and decongestant properties. It promotes the repair of the epidermis and dermis and has a protective action against external aggression, accelerating the healing of skin lesions. A natural way to "relax" the skin.

Soya oil: Oil with a high linoleic and alpha-linolenic acid content. Ideal as an anti-aging agent for mature skin, thanks to its nourishing and hydrating properties. Thanks to its isoflavones, it helps combat stretch marks and tissue dehydration by forming a protective hydrolipidic layer that prevents fluid loss. It contributes to the production of collagen and hyaluronic acid, as well as fighting elastase, the enzyme that attacks collagen.

Distilled Green Tea Water: Distilled water obtained from Green Tea leaves. Thanks to its polyphenol and bioflavonoid content, this water has antioxidant and toning properties.

INCI

Aqua (Water), Aloe Barbadensis Leaf Juice*, Coco-glucoside, Glycine Soja Oil (Glycine Soja (Soybean) Oil), Ricinus Communis Seed Oil (Ricinus Communis (Castor) Seed Oil), Camellia Sinensis Leaf Water*, Cocamidopropyl Betaine, Glycerin, Caprylic/capric Triglyceride, Cetearyl Alcohol, Decyl Oleate, Butyrospermum Parkii Butter (Butyrospermum Parkii (Shea Butter)), Chamomilla Recutita Flower / Leaf Extract* (Chamomilla Recutita (Matricaria) Flower / Leaf Extract*), Panthenol, Tocopherol, Tocopheryl Acetate, Caesalpinia Spinosa Gum, Glycerin Oleate, Lecithin, Ascorbyl Palmitate, Lactic Acid, Xanthan Gum, Sodium Benzoate, Potassium Sorbate, Citric Acid, Sodium Salicylate, Benzyl Alcohol

* da agricoltura biologica certificata

PAO

8 months.

3 IN 1 EXFOLIATING SKIN-PURIFYING MASK 90ML

DESCRIPTION

This product has been designed for normal/oily skin to enable a purifying action.

Thanks to the combination of specific ingredients, this product combines in a single reference three important actions for skin care: gentle cleansing cream-gel, scrub and mask.

TYPE OF SKIN

Normal, mixed and oily skin.

METHOD OF USE

Mask: leave on for 5 to 6 minutes, then rinse off with plenty of water. Apply 2 to 3 times a week.

Scrub: apply daily to the skin of the face and massage gently using circular movements. Rinse with lukewarm water.

Cleanser: apply daily to slightly damp facial skin, massage gently and rinse off.

KEY INGREDIENTS

Hyaluronic Acid
Olive kernel powder
Argan Oil BIO
Aloe Vera Juice BIO
Jojoba oil BIO
Shea butter
Olive oil BIO
Rice starch
Soya Oil

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PROPERTIES

Hyaluronic Acid: Hyaluronic acid is responsible for maintaining the skin's moisture, firmness, plasticity and viscosity thanks to its absorbent effect, which captures water within the epidermis. The result is an increase in skin elasticity and a reduction in wrinkles.

Argan oil: Thanks to its high concentration of Vitamin E (twice the amount found in olive oil), Argan oil provides the skin with moisture, promotes cell oxygenation, protects the skin from external aggression and neutralizes free radicals. It is an oil that gives the skin a feeling of softness, smoothness and silkiness. It also has strong nourishing, anti-aging and firming properties.

Aloe Vera juice: Aloe juice acts mainly as a skin moisturizer and soother, but also has anti-fungal and anti-microbial properties. Aloe gel forms a protective film on the skin, enabling it to act as an excellent moisturising agent. Aloe has healing, soothing and anti-reddening properties; it stimulates the production of collagen and elastin, helping to counteract the effects of skin aging.

Jojoba oil: Of great support in maintaining the hydration of the epidermis, protecting it from external factors and combating dry skin. Rich in B vitamins, vitamin E and fatty acids, it is a valuable aid in reducing aging by preventing the formation of wrinkles. It also has an anti-inflammatory and soothing effect.

Shea butter: Has emollient, moisturising and regenerating properties for the skin barrier. It gives the skin firmness and elasticity, which makes Shea Butter a valuable ally in combating the signs of time on the face and body. Thanks to the Vitamin E it contains, it is an excellent natural antioxidant.

Olive oil: Rich in many precious substances for our beauty such as vitamins A, E, D and unsaturated fatty acids. It is excellent for combating aging, ideal for treating dry and dehydrated skin as it has a strong emollient and soothing action. It helps counteract water loss from the epidermis, keeping it moisturised and soft.

Rice Starch: Has a texturising cosmetic function that helps give consistency to emulsions. It is tolerated very well by all skin types and helps to reduce the feeling of oiliness. In addition to its "anti-shine" effect, it has anti-reddening, soothing and softening properties, which limit local redness and promote skin balance.

Soya oil: Oil with a high linoleic and alpha-linolenic acid content. Ideal as an anti-aging agent for mature skin, thanks to its nourishing and moisturising properties. Thanks to its isoflavones, it helps combat stretch marks and tissue dehydration by forming a protective hydrolipid layer that hinders fluid loss. It contributes to the production of collagen and hyaluronic acid, as well as fighting elastase, the enzyme that attacks collagen.

INCI

Aqua (Water), Aloe Barbadensis Leaf Juice*, Glycine Soja Oil (Glycine Soja (Soybean) Oil), Kaolin, Glyceryl Stearate Se, Sorbitol, Titanium Dioxide, Talc, Bentonite, Caprylic/capric Triglyceride, Oryza Sativa Starch (Oryza Sativa (Rice) Starch), Cetearyl Glucoside, Sorbitan Olivat, Parfum (Fragrance), Cetearyl Alcohol, Zinc Oxide, Olea Europaea Fruit Oil* (Olea Europaea (Olive) Fruit Oil*), Argania Spinosa Kernel Oil*, Olea Europaea Oil Unsaponifiables (Olea Europaea (Olive) Oil Unsaponifiables), Simmondsia Chinensis Seed Oil* (Simmondsia Chinensis (Jojoba) Seed Oil*), Butyrospermum Parkii Butter (Butyrospermum Parkii (Shea Butter)), Hydrolyzed Hyaluronic Acid, Saccharide Isomerate, Sodium Cocoyl Hydrolyzed Wheat Protein, Potassium Cetyl Phosphate, Olea Europaea Seed Powder (Olea Europaea (Olive) Seed Powder), Coco-glucoside, Xanthan Gum, Hydroxyacetophenone, Polyglyceryl-4 Caprate, Glyceryl Caprylate, Glyceryl Oleate, Glyceryl Undecylenate, Lactic Acid

* da agricoltura biologica certificata

FACE SERUM INTENSIVE HIDRATION 15ML

DESCRIPTION

Serum with a light and smooth texture. After application, it leaves the skin pleasantly fresh and moisturised. Replenishes and deeply nourishes even the driest and most dehydrated skin.

TYPE OF SKIN

Mature skins and/or stressed skin.

METHOD OF USE

Apply once or twice a day (preferably morning and evening), massaging the product in gently. If applied in combination with a day/night cream, apply the serum first, taking care to spread it thoroughly and facilitating complete absorption by means of gentle circular massages.

KEY INGREDIENTS

Hyaluronic Acid
Chamomile Extract BIO
Chamomile Water BIO

PROPERTIES

Hyaluronic Acid: Hyaluronic acid is responsible for maintaining the skin's moisture, firmness, plasticity and viscosity thanks to its absorbent effect, which captures water within the epidermis. The result is an increase in skin elasticity and a reduction in wrinkles.

Chamomile extract: An extract with marked anti-reddening, soothing and decongestant properties. It promotes the repair of the epidermis and dermis and has a protective action against external aggressions, it is able to accelerate the healing of skin lesions. A natural way to "relax" the skin.

Chamomile water: Chamomile has decongestant and anti-inflammatory properties, mainly due to its components such as bisabolol and apigenin. Chamazulene is able to accelerate the healing of skin lesions.

INCI

Aqua (Water), Chamomilla Recutita Flower Water* (Chamomilla Recutita (Matricaria) Flower Water*), Glycerin, Coco-Glucoside, Chamomilla Recutita Flower Extract* (Chamomilla Recutita (Matricaria) Flower Extract*), Sodium Hyaluronate, Hydrolyzed Hyaluronic Acid, Saccharide Isomerate, Tetrasodium Glutamate Diacetate, Xanthan Gum, Sodium Benzoate, Citric Acid, Potassium Sorbate, Sodium Salicylate, Parfum (Fragrance), Benzyl Alcohol

* da agricoltura biologica certificata

PAO

8 months



EYE & LIPS TREATMENT

15ML

DESCRIPTION

An emulsion with a fluid composition rich in Hyaluronic Acid, which makes the serum suitable for all skin types, pleasant to the touch and easy to absorb.

TYPE OF SKIN

All kinds of skin.

METHOD OF USE

Apply to clean, dry skin and massage in until completely absorbed.

KEY INGREDIENTS

Hyaluronic Acid
Blackcurrant oil
Argan Oil BIO
Red Grapevine Extract
Aloe Juice BIO
Shea Butter
Sunflower Seed Oil BIO
Provitamin B5
Vitamin C
Rice bran oil

INCI

Aqua (Water), Aloe Barbadensis Leaf Juice*, Dicaprylyl Ether, Olus Oil (Vegetable Oil), Cetearyl Glucoside, Sorbitan Olivatate, Oryza Sativa Starch (Oryza Sativa (Rice) Starch), Sorbitol, Parfum (Fragrance), Panthenol, Sucrose Stearate, Argania Spinosa Kernel Oil*, Caffeine, Olea Europaea Fruit Oil* (Olea Europaea (Olive) Fruit Oil*), Ascophyllum Nodosum Extract, Pinus Sylvestris Bark Extract, Asparagopsis Armata Extract, Simmondsia Chinensis Seed Oil* (Simmondsia Chinensis (Jojoba) Seed Oil*), Glycerin, Sodium Hyaluronate, Titanium Dioxide, Lycopene, Inulin Lauryl Carbamate, Acacia Senegal Gum, Talc, Xanthan Gum, Stearic Acid, Mica, Magnesium Stearate, Aluminum Hydroxide, Potassium Sorbate, Sodium Salicylate, Sodium Benzoate, Ci 77492 (Iron Oxides), Ci 77491 (Iron Oxides)

* da agricoltura biologica certificata

PAO

8 months.



PROPERTIES

Hyaluronic Acid: Hyaluronic acid is responsible for maintaining the skin's moisture, firmness, plasticity and viscosity thanks to its absorbent effect, which captures water within the epidermis. The result is an increase in skin elasticity and a reduction in wrinkles.

Blackcurrant oil: Blackcurrant oil is rich in anthocyanins and polyphenols, has antioxidant and moisturising activity, prevents skin ageing and is useful in the treatment of acne and oily skin, thanks to its astringent property due to the presence of tannins. It also has anti-inflammatory and antithrombotic activities as it contains gamma linolenic acid. It also has a soothing, regenerating and toning effect on the skin.

Argan oil: Thanks to its high concentration of Vitamin E (twice the amount found in olive oil), Argan oil provides the skin with moisture, promotes cell oxygenation, protects the skin from external aggression and neutralises free radicals. It is an oil that gives the skin a feeling of softness, smoothness and silkiness. It also has strong nourishing, anti-ageing and firming properties.

Red Vine Extract: An extract rich in flavonoids which have an anti-inflammatory, vasoactive and vasoprotective function and are responsible for the elasticity and thickness of the blood vessels. They can also counteract the increased permeability of the vessels and thus combat oedemas. Therefore, red vine is used in cases of capillary fragility, venous insufficiency, to reduce vascular permeability, phlebitis, varicose veins, haemorrhoids.

Aloe Vera juice: Aloe juice acts mainly as a skin moisturiser and soother, but also has antifungal and antimicrobial properties. Aloe gel forms a protective film on the skin, enabling it to act as an excellent moisturising agent. Aloe has healing, soothing and anti-reddening properties; it stimulates the production of collagen and elastin, helping to counteract the effects of skin ageing.

Shea butter: Has emollient, moisturising and regenerating properties for the skin barrier. It gives the skin firmness and elasticity, which makes Shea Butter a valuable ally in combating the signs of ageing on the face and body. Thanks to the Vitamin E it contains, it is an excellent natural antioxidant.

Sunflower Seed Oil: Rich in linoleic acid, Vitamin E, Vitamin A and minerals, it is a powerful antioxidant that helps protect body cells from the action of free radicals, slowing down skin ageing and regenerating them. It also has a calming and protective action, helping to nourish and soften dry skin in need of moisture.

Provitamin B5: Panthenol applied locally is absorbed by the skin and converted into Provitamin B5. The latter has the function of deeply moisturising the skin and stimulating epithelialisation. It also has an anti-inflammatory effect and speeds up wound healing.

Vitamin C: Vitamin C is important for the proper functioning of the immune system and the synthesis of collagen in the body. Collagen strengthens blood vessels, skin, muscles and bones. Man cannot create collagen without vitamin C.

Rice bran oil: This oil is a natural emollient rich in polyunsaturated fatty acids, antioxidants and vitamins B and E. It moisturises and protects against UV rays and atmospheric stresses. Rice oil has a protective effect against photo-ageing of the skin, as well as excellent restorative properties. It is particularly suitable for the formulation of cosmetics for dry skin and in anti-ageing preparations.

FACE CREAM MATURE SKIN 50ML

DESCRIPTION

Soft liquid crystal emulsion which, thanks to a blend of specific active ingredients, carries out a restructuring action specifically for mature skin. The main active ingredients include: Soy Extract, with strong antioxidant properties, Centella Extract, known to promote surface microcirculation, and Provitamin B5, emollient and soothing. For optimum skin.

TYPE OF SKIN

All kinds of skin.

METHOD OF USE

Apply the cream to clean, dry skin and massage in circular movements until completely absorbed. The effect is intensified if applied in combination with the Intensive moisturising face serum. Ideal as a day and night treatment.

KEY INGREDIENTS

Provitamin B5
Soy extract
Centella Asiatica Extract
Aloe Vera Juice BIO
Shea Butter
Blackcurrant Oil
Sunflower Seed Oil
Rice bran oil
Argan Oil BIO
Vitamin E

INCI

Aqua (Water), Aloe Barbadensis Leaf Juice*, Caprylic/capric Triglyceride, Butyrospermum Parkii Butter (Butyrospermum Parkii (Shea Butter)), Cetearyl Alcohol, Helianthus Annuus Seed Oil* (Helianthus Annuus (Sunflower) Seed Oil*), Dicaprylyl Carbonate, Oryza Sativa Bran Oil (Oryza Sativa (Rice) Bran Oil), Parfum (Fragrance), Cetearyl Glucoside, Glycerin, Glyceryl Stearate, Panthenol, Argania Spinosa Kernel Oil*, Ribes Nigrum Seed Oil (Ribes Nigrum (Black Currant) Seed Oil), Lecithin, Glycine Soja Seed Extract (Glycine Soja (Soybean) Seed Extract), Centella Asiatica Flower/leaf/stem Extract, Tocopherol, Potassium Cetyl Phosphate, Ascorbyl Palmitate, Tocopheryl Acetate, Xanthan Gum, Citric Acid, Potassium Sorbate, Sodium Benzoate, Sodium Salicylate

* da agricoltura biologica certificata

PAO

8 months.



PROPERTIES

Provitamin B5: Panthenol applied locally is absorbed by the skin and converted into Provitamin B5. The latter has the function of deeply moisturising the skin and stimulating epithelialisation. It also has an anti-inflammatory effect and accelerates wound healing.

Soy extract: an extract particularly rich in Isoflavones, water-soluble heterocyclic phenolic substances with strong antioxidant properties. They are indicated in the treatment of skin with thinning, loss of tone and increased wrinkles.

Centella Asiatica extract: Extract with vasotonic properties due to its active ingredients, which are involved in the formation of collagen. Other active ingredients (terpenoids) have excellent vulnerary properties and contribute to the healing process after burns and operations.

Aloe Vera juice: Aloe juice acts mainly as a skin moisturizer and soother, but also has antifungal and antimicrobial properties. Aloe gel forms a protective film on the skin, enabling it to act as an excellent moisturiser. Aloe has healing, soothing and anti-reddening properties; it stimulates the production of collagen and elastin, helping to counteract the effects of skin aging.

Shea butter: Has emollient, moisturizing and regenerating properties of the skin barrier. It gives the skin firmness and elasticity, which makes Shea Butter a valuable ally in combating the signs of aging on the face and body. Thanks to the Vitamin E it contains, it is an excellent natural antioxidant.

Blackcurrant oil: Blackcurrant oil is rich in anthocyanins and polyphenols, has antioxidant and moisturizing activity, prevents skin aging and is useful in the treatment of acne and oily skin, thanks to its astringent property due to the presence of tannins. It also has anti-inflammatory and anti-thrombotic activities as it contains gamma linolenic acid. It also has a soothing, regenerating and toning effect on the skin.

Sunflower Seed Oil: Rich in linoleic acid, Vitamin E, Vitamin A and minerals, it is a powerful antioxidant that helps protect body cells from the action of free radicals, slowing down skin aging and regenerating them. It also has a calming and protective action, helping to nourish and soften dry skin in need of moisture.

Rice bran oil: This oil is a natural emollient rich in polyunsaturated fatty acids, antioxidants and vitamins B and E. It hydrates and protects against UV rays. It moisturises and protects against UV rays and atmospheric stresses. Rice oil has a protective effect against photo-aging of the skin, as well as excellent restorative properties. It is particularly suitable for the formulation of cosmetics for dry skin and in anti-aging preparations.

Argan Oil: Thanks to its high concentration of Vitamin E (twice the amount found in olive oil), Argan Oil provides the skin with moisture, promotes cell oxygenation, protects the skin from external aggression and neutralizes free radicals. It is an oil that gives the skin a feeling of softness, smoothness and silkiness. It also has strong nourishing, anti-aging and firming properties.

Vitamin E: Vitamin E is a fat-soluble vitamin composed of a group of components called tocopherols. It has a hydrating, anti-inflammatory and soothing action. When applied to the skin it reduces the formation of lipoperoxides and slows down photo-aging. It is one of the most active substances against oxygen-derived free radicals (including the superoxide anion), fight the signs of aging on the face and body. Thanks to the Vitamin E it contains, it is an excellent natural antioxidant.

Olive oil: Rich in many valuable substances for our beauty such as vitamins A, E, D and unsaturated fatty acids. It is excellent for combating aging, ideal for treating dry and dehydrated skin as it has a strong emollient and soothing action. It helps counteract water loss from the epidermis, keeping it moisturized and soft.

Rice Starch: Has a texturizing cosmetic function that helps give consistency to emulsions. It is tolerated very well by all skin types and helps to reduce the feeling of oiliness. In addition to its "anti-shine" effect, it has anti-reddening, soothing and softening properties, which limit local redness and promote skin balance.

Soya oil: Oil with a high linoleic and alpha-linolenic acid content. Ideal as an anti-aging agent for mature skin, thanks to its nourishing and moisturising properties. Thanks to its isoflavones, it helps combat stretch marks and tissue dehydration by forming a protective hydro-lipid layer that hinders fluid loss. It contributes to the production of collagen and hyaluronic acid, as well as fighting elastase, the enzyme that attacks collagen.

MULTI-ACTIVE DAY&NIGHT FACE CREAM 50ML



DESCRIPTION

An emulsion with a silky, non-greasy touch, formulated with functional substances known to combat the signs of aging. Hyaluronic Acid for greater skin elasticity, BIO Aloe Vera Juice for its emollient properties, BIO Argan Oil for a feeling of softness and smoothness.

TYPE OF SKIN

All kinds of skin.

METHOD OF USE

Apply the cream to clean, dry skin and massage in circular movements until completely absorbed. The effect is intensified if applied in combination with the Intensive Moisturising Face Serum. Ideal as a day and night treatment.

KEY INGREDIENTS

Hyaluronic Acid
Aloe Vera Juice BIO
Argan oil BIO
Jojoba oil BIO
Olive oil BIO
Vitamin E

PROPERTIES

Hyaluronic Acid: Hyaluronic acid is responsible for maintaining the skin's moisture, firmness, plasticity and viscosity thanks to its absorbent effect, which captures water within the epidermis. The result is an increase in skin elasticity and a reduction in wrinkles.

Aloe Vera juice: Aloe juice acts mainly as a skin moisturiser and soother, but also has antifungal and antimicrobial properties. Aloe gel forms a protective film on the skin, enabling it to act as an excellent moisturising agent. Aloe has healing, soothing and anti-reddening properties; it stimulates the production of collagen and elastin, helping to counteract the effects of skin ageing.

Argan oil: Thanks to its high concentration of Vitamin E (twice the amount found in olive oil), Argan oil provides the skin with moisture, promotes cell oxygenation, protects the skin from external aggression and neutralises free radicals. It is an oil that gives the skin a feeling of softness, smoothness and silkiness. It also has strong nourishing, anti-ageing and firming properties.

Jojoba oil: Great support for keeping the skin hydrated, protecting it from external factors and combating dry skin. Rich in B vitamins, vitamin E and fatty acids, it helps reduce ageing by preventing the formation of wrinkles. It also has an anti-inflammatory and soothing effect.

Olive oil: Rich in many valuable substances for our beauty such as vitamins A, E, D and unsaturated fatty acids. It is excellent for combating ageing, ideal for treating dry and dehydrated skin as it has a strong emollient and soothing action. It helps counteract water loss from the epidermis, keeping it moisturised and soft.

Vitamin E: Vitamin E is a fat-soluble vitamin, made up of a group of components called tocopherols. It has a moisturising, anti-inflammatory and soothing action. When applied to the skin, it reduces the formation of lipoperoxides and slows down photo-ageing. It is one of the most active substances against oxygen-derived free radicals (including the superoxide anion).

INCI

Aqua (Water), Aloe Barbadensis Leaf Juice*, Cetearyl Alcohol, Isodecyl Laurate, Dicaprylyl Carbonate, Caprylic/capric Triglyceride, Coco-caprylate, Parfum (Fragrance), Glycerin, Potassium Cetyl Phosphate, Simmondsia Chinensis Seed Oil* (Simmondsia Chinensis (Jojoba) Seed Oil*), Argania Spinosa Kernel Oil*, Olea Europaea Oil Unsaponifiables (Olea Europaea (Olive) Oil Unsaponifiables), Hydrolyzed Hyaluronic Acid, Olea Europaea Fruit Oil* (Olea Europaea (Olive) Fruit Oil*), Saccharide Isomerate, Lecithin, Cetearyl Glucoside, Tocopherol, Tocopheryl Acetate, Acacia Senegal Gum, Ascorbyl Palmitate, Xanthan Gum, Potassium Sorbate, Citric Acid, Sodium Benzoate, Sodium Salicylate

* da agricoltura biologica certificata

PAO

8 months.

OUR TIPS
FOR YOUR
SKIN CARE
WITH HIDRA



BEAUTY ROUTINE

Face Care

Each skin type has its own characteristics that must be respected. The choice of quality products, with formulation adapted to the needs of the skin type, will maximize the potential of the skin of the face, making it moisturized, smooth and bright. Equally important is the correct execution of the steps of facial skin care, so that each product is used in the right measure and in the right order.

STEP 1: CLEANSE

Before applying any product on the skin of the face it is necessary to cleanse the skin by removing well any make-up. Skin care requires that the skin is perfectly clean, so it is good to cleanse it with specific products, preferably non-aggressive, to thoroughly purify the complexion especially after a day of exposure to pollution, weather, sun and stress. We recommend applying a **makeup removing lotion** and then dabbing the skin with **micellar water**.

STEP 2: EXFOLIATE AND PURIFY

Exfoliating your facial skin will make it appear softer and smoother, increasing the effectiveness of products applied afterwards. To get the best possible results and avoid irritating the skin, it is important to choose the right **scrub**: gentle and with quality ingredients. In this phase you can also use a **purifying face mask**, which will clean the skin even more thoroughly.

STEP 3: NOURISH AND MOISTURIZE

Moisturizing is the step that allows you to give back to the skin the water it has lost and tries to make sure it is retained by the skin. For this step, the application of a **face serum** is recommended. Nourish instead, means to return to the skin the lipid film it needs. For this phase we recommend the application of a **nourishing face cream**.





STEP 1: CLEANSE

HOW TO CLEANSE

After a busy day, your skin wants to be cleansed and prepared for hydration, with a **makeup removal lotion** first and a **cleanser** afterwards to be thoroughly cleansed. Cleansing thoroughly is important because any makeup residue on the skin, along with the lotion, could go on to clog pores. The choice of cleanser is crucial for healthy skin and proper facial cleansing. It is better to avoid aggressive detergents and opt instead for specific products according to skin type, preferring purifying products in case of oily skin.

HOW TO RINSE

Even the temperature of the water with which we wash our face should be modified according to the type of skin. In fact, it is always recommended to wash the face with lukewarm water, because hot water tends to dry the skin and cold water prevents the pores to dilate. For those who have dry skin it is preferable to wash the face once a day, while for those who have oily skin should make this gesture at least twice a day.

HOW TO DRY

Once these steps are completed without haste, the face should be dried, or rather dabbed gently, without ever rubbing it.

AN EXTRA TOUCH

To tone and purify the skin before moisturizing, **micellar waters** are particularly suitable, as they quickly give luminosity and tone, eliminating the last remaining impurities.

STEP 2: EXFOLIATE AND PURIFY

Before applying an exfoliant, moisten a soft, clean cloth with warm water. It should be warm but not boiling, otherwise you risk burning yourself. Place the wet cloth on your face, then wait for a couple of minutes so that the heat helps open the pores. Alternatively, you can take a long, hot shower. Apply the face scrub on the clean and still damp skin. You can use your fingers or the warm, wet washcloth you used earlier. The scrub should be applied in circular motions: gently massage it all over your face to remove dead cells. Avoid using the scrub if you have wounds, abrasions, burns (sunburn or not) or rashes on your face. After this step you can apply a **purifying mask**, to clean the skin even more thoroughly. This step is especially indicated for oily skin, 2 or 3 times a week. It is recommended to leave the mask on for 5 to 6 minutes, then rinse with plenty of water.

HOW TO RINSE

Remove all traces of product by rinsing skin thoroughly. When your face is perfectly clean, perform a final rinse with cold water to help close the pores. Check that you have removed any sticky or grainy residue.

HOW TO DRY

Pat the skin dry. Use a soft, clean towel to gently pat the entire face dry. Do not rub, as your skin may be more sensitive than normal after exfoliation (so you may risk irritating it further).





STEP 3: NOURISH AND MOISTURIZE

The right time to apply a face cream is in the morning and in the evening, better if it is **massaged**. The best time of the day to use a product is usually indicated on the label and depends on the ingredients contained within it: a **day cream** in addition to moisturizing the skin usually also defends it from atmospheric agents and pollution as well as being characterized by a lighter texture. A cream with a light texture or a **serum** require less time for absorption than the more creamy ones and therefore they are more suitable in case of short massage times. On the contrary, usually **night creams** have a fuller texture and are more nourishing.

All skins are different, but all benefit from application with **massage**: it, if done regularly, helps the skin to be brighter, smoother and more toned, reactivating the microcirculation, slowing down the formation of wrinkles and stimulating the formation of elastin and collagen. This step is essential to give elasticity and firmness. A massage is an excellent remedy to combat aging, relieve muscle tension due to nervousness and enhance

the effectiveness of creams. The movements with which we apply the cream on the face are very important. Many people mistakenly underestimate this phase, believing that it is sufficient to spread it roughly and that's it.

The cream, unlike the oil, should be applied on the skin completely dry. This is because creams are water based cosmetics and by applying them on wet skin we risk diluting the active ingredients they contain and therefore reducing their effectiveness.

THE CORRECT APPLICATION

We have previously talked about the **massage lines, called Langer's lines**, which describe the recommended movements for applying cosmetics to the face and body. Performing the movements following these lines in each phase of beauty routine helps us to keep the facial skin toned thanks to the stimulation of microcirculation. Langer's lines are not difficult to remember, it is enough in fact that all movements are made from the center outwards, and from the bottom upwards. The starting point is the **neck**, which should be massaged starting from the area below the lobes, up to the shoulders. The application of the product on the central area of the neck is to be performed by exercising a movement from the collarbones to the chin. In this area massages should be conducted with the open hand and carried out with delicate continuous strokes. On the neck there is also an important lymphatic node, stimulating it with a light pressure allows the drainage of liquids. The **face** massage instead starts from the chin and goes up to the lobes, then from the external corners of the mouth to the ears. To prevent nose-labial wrinkles, we can apply the cream

with movements that start above the lips and reach the sides of the nose. Finally, to apply the cream to the forehead area, it is best to start from the eyebrows with movements that reach the hairline. To apply a product in the **eye area**, however, requires extra attention. The ideal is to use the fingertip of the ring or little finger, because they are softer and can exert less pressure. There are different movements to spread the product in the upper and lower eyelids. To apply the cream on the upper eyelid, the correct movement is from the inner corner to the outer corner. On the contrary, to apply it on the lower eyelid, the right movement is from the outside to the inside, without getting too close to the eyelid rima. Always remember to apply the cream by gently tapping with the fingertip and not to "drag" it; this advice is always valid, especially in this delicate area.

