

## **FILORGA GIVES DRY SKIN A MOISTURE MAKEOVER WITH NEW HYDRA-FILLER**



As we head into the cold winter months, the extremely drying effects of the icy air, gusty wind and overheated indoor environments and the impact that these seasonal conditions will have on our skins becomes a concern for most. This winter, however, French skincare experts Filorga have come to the rescue, providing skin with intense hydration in its new pro-youth boosting moisturiser, Hydra-Filler.

This ultra-replenishing moisturiser contains three main active ingredients: **HA<sup>2</sup> Hyaluronic Acid Complex; Revidrat and**

**Hydrasialinol.** These key ingredients work well beyond simple moisturisation by:

- actively boosting moisture levels within the skin,
- preventing moisture loss by strengthening the skin's epidermal barrier and helping skin to self-regulate its moisture levels
- boosting the production of skin-firming collagen.

**HA<sup>2</sup> complex** is a combination of two different weight hyaluronic acids which, when combined with moisture-retaining glycerine and Filorga's patented NCTF formula, act together to moisturise and plump-up the skin from within. This extra-pure hyaluronic acid formula ensures long-lasting hydration that replenishes the skin, whilst at the same time providing a micro-filling effect that fills out fine lines. The NCTF stimulates the production of fibroblasts and collagen which both help to firm the skin.

**Revidrat** is a latest generation active ingredient which reinforces the water-retaining effect of the outermost layer of the dermis. It stimulates the production of epidermal lipids (fat cells) that make up the skin's barrier by more than 256% and reduces moisture loss by strengthening and ensuring the proper functioning of this barrier. Finally, Revidrat uniquely assists the skin to regulate its own moisture levels, ensuring a long-term, self-moisturising hydrating effect.

**Hydrasalinolol** protects the skin against dehydration by producing lipids in the epidermis that form the cement between the skin cells thereby, strengthening the epidermal barrier. As a result there is a reduction in transepidermal moisture loss and hydration levels within the skin can be maintained.

Commenting on the new product, Filorga's Medical Advisor Dr. Riekie Smit says, "Moisturising is a primary factor in preventing skin ageing and hence the number one goal of all skincare products is to moisturise the skin. Hydra-Filler takes moisturising to a totally new level in that it helps the skin to self-regulate its moisture levels and, by strengthening the epidermal barrier, it also prevents moisture from being lost from the skin. As a result, the skin is provided with ultra-intensive hydration and is protected against moisture loss."

Filorga's Hydra-Filler is intended for mature or dehydrated skin and can also provide normal skin with supreme protection against drying conditions. Use mornings and evenings as part of Filorga's hydrating skin routine:

1. Cleanse with Filorga's anti-dry skin Foam Cleanser
2. Follow with Hyal-Defence hydrating serum.
3. End with the Hydra Filler for the ultimate moisture boost and to seal in moisture

The result is a perfectly matte finish that provides an excellent make-up base.

Hydra-Filler is available from selected Edgars and Red Square stores.

**Cost: R650 for 50ml**