



ion-moist 4men

*A non-stop moisturiser
for men's skin care*



The Natural Moisturizing Factor (NMF) is a natural protection shield against dehydration that plays important roles in the physical properties of the outer layer of the skin, the Stratum Corneum (SC). Hydration of this layer is essential to preserve its natural barrier function.



Men tend to have a thicker epidermis and more collagen in the skin, but less hydration. Moreover, daily shaving makes male skin more prone to irritation and dryness, and the use of moisturisers is extremely important in order to maintain a healthy skin.

ion-moist 4men is a molecular film that provides a refill of NMF ingredients, particularly ions such as potassium, sodium and magnesium but also lactate and urea. It is especially formulated for stimulating moisture retention and enhancing both the smoothness and the hydration of the skin.

INCI

Water (Aqua), Glycerin, Calcium Pantothenate, Xanthan Gum, Urea, Caprylyl Glycol, Magnesium Chloride, Potassium Chloride, Potassium Lactate, Magnesium Lactate, Sodium Citrate, Glucose, Citric Acid, Ethylhexylglycerin.

Preservative free.

Dosage

3-10%

Solubility

Water soluble.

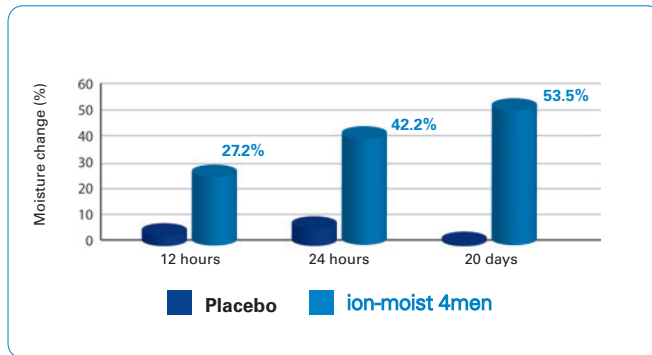


SKIN MOISTURISATION

A panel of 20 male volunteers, aged 34 to 77.

A gel containing 7% **ion-moist 4men** was applied on one side of the face twice daily, and a placebo gel on the other side of the face, for 20 days.

The moisturising profile was determined by corneometry and the measurements were taken after 12 hours, 24 hours and 20 days.



27% immediate moisturising effect after 12 hours and 53% long-lasting effect, after 20 days
ion-moist 4men provides an intense hydration of superficial epidermal layers as well as a durable effect for a healthier looking skin.

