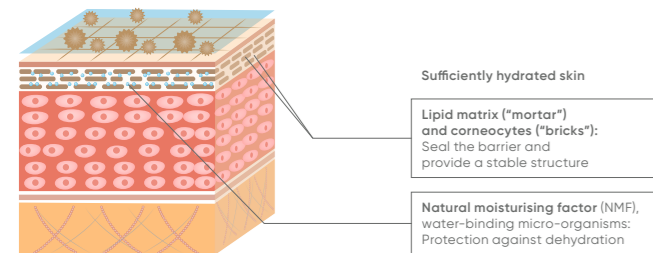


Every person, regardless of skin type, can be affected by dehydration and its undesirable effects such as wrinkles caused by dry skin and a weakened skin barrier. The latter, in turn, increases dehydration. The hydraderm products act against this process. They provide targeted care for dehydrated skin with their light textures and an optimal combination of moisturising and gently nourishing ingredients such as the Louis Widmer Biostimulators Complex, panthenol, film-forming hyaluronic acid, phytosqualane and shea butter.



Regular moisturising skincare strengthens the skin barrier and enables it to store moisture and protect itself against environmental factors and allergens. This leaves the skin protected day and night. The hydraderm routine

- Leaves the skin feeling smooth and supple
- Reduces wrinkles caused by dehydration
- Leaves the skin soft and eliminates rough patches
- Leaves the skin looking youthful and fresh



More information on the hydraderm line.

## hydraderm. The product range.

### Day care



**HYDRADERM MATTIFYING FLUID**  
Oily and combination skin



**HYDRADERM DAY EMULSION UV 30**  
Normal and combination skin

### Night care



**HYDRADERM NIGHT BALM**  
Normal, oily and combination skin



**HYDRADERM NIGHT EMULSION**  
Normal and combination skin

### Eye care



**HYDRADERM EYE CONTOUR GEL**  
Every skin type combination skin

### HYDRADERM MATTIFYING FLUID

Light, mattifying fluid for oily and combination skin. Moisturises and refines the complexion.

Oily and combination skin

- Light, mattifying cream
- Reduces pore size
- 24-hr intensive hydration
- Refines the complexion

With Biostimulators Complex, Evermat®, panthenol, vitamin E, allantoin, safflower oil, phytosqualane and Pentavitin®



### HYDRADERM DAY EMULSION UV 30

Light, moisturising facial cream with UV protection and the Louis Widmer Biostimulators Complex reduces first fine lines and wrinkles.

Normal and combination skin

- 24-hr hydration and high UVA/UVB protection
- Protects the skin
- Prevents fine lines
- Light gel emulsion

With Biostimulators Complex, panthenol, vitamin E, creatine, shea butter, hyaluronic acid (film-forming) and UVA and UVB filters



### Clinical study results.

Intensively moisturises for up to 24 hours and improvement of 36.8% after just 2 hours.

Source: Clinical study with 20 users and single application using Corneometer method

- Reduction in number of active sebaceous glands of 29%
- Reduction in pore size of 16%
- Reduction in number of shiny areas of 21.7%
- Reduction in Seborrhoea of 32%

Source: Study by manufacturer of Evermat® with 19 users over 28 days, applying the product twice daily

### LEGEND:

- Day
- Night
- Vegan
- Hydration
- Gentle/mild
- Well tolerated by the eye
- UVA-/UVB protection
- 0% microplastic
- 0% solid microplastic
- Cruelty-free
- Lightly scented
- Non-scented



### HYDRADERM EYE CONTOUR GEL

Moisturising gel firms and refreshes the sensitive eye area.

Every skin type

- Tightens and refreshes
- Intensive hydration
- Reduces eye wrinkles
- Reduces puffiness

With Biostimulators Complex, vitamin A, vitamin E, glycyrrhetic acid, hyaluronic acid (film-forming) and panthenol



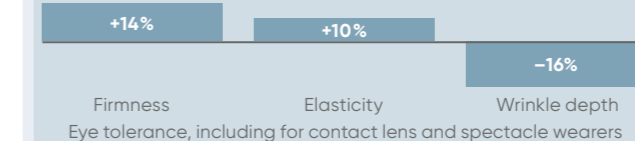
### Clinical study results.

Users confirm:

- Good eye tolerance: 100%
- Does not sting the eyes: 93.3% / 96.7%
- Does not run into the eyes: 96.7% / 100%
- Does not make the eyes water: 96.7% / 100% (scented/non-scented)

Source: Clinical study by dermatological institute with 30 users over 2 weeks, applied twice daily

### Significant improvement



Source: Clinical study with 30 users over 28 days, applied twice daily



## Personal advice.

Good and comprehensive skin care requires competent specialist advice as it takes years of experience and in-depth knowledge to provide each customer with individual advice that considers their skin type and condition. Louis Widmer supplies its products exclusively to specialist retailers to ensure that customers receive excellent advice.

## We care.

Environmental responsibility is one of the company's principles – from development to product. Louis Widmer has zero tolerance for animal testing and is committed to the "Cruelty-free" label. Almost all of the products are vegan and do not contain any solid microplastic particles. It is ensured that the majority of the packaging is recyclable, that mono-materials and recycled materials are used and that the amount of packaging is reduced. As a partner of the ECOALF Foundation, Louis Widmer also actively supports the protection of marine ecosystems.



### HYDRADERM NIGHT BALM

Light, moisturising balm with algae extract to regenerate and revitalise the skin.

Normal, oily and combination skin

- Regenerates and revitalises
- 24-hr hydration
- Effective skincare and protection
- Light, easily absorbed texture

With Biostimulators Complex, Algaktiv®, panthenol, vitamin E, creatine, hyaluronic acids (fragmented and film-forming), shea butter and jojoba oil



### Clinical study results.

Algaktiv® repairs the UV-damaged DNA in skin cells in 4 hours. Without support, a skin cell needs 8 hours for the same repair.

Source: Study by manufacturer of Algaktiv® ingredient

Intensively moisturises for up to 24 hours and improvement of 48.6% after just 4 hours.

Source: Clinical study with 20 users and single application using Corneometer method



### HYDRADERM NIGHT EMULSION

Smoothing and regenerating moisture emulsion with the Louis Widmer Biostimulators Complex.

Normal and combination skin

- Light, quickly absorbing texture
- Hydrates, nourishes and regenerates
- Stimulates the collagen synthesis
- Firms and smooths the skin

With Biostimulators Complex, panthenol, vitamin E, vitamin A and hyaluronic acid (fragmented)



### Clinical study results.

Provides significant hydration for up to 24 hours and 58.6% improvement after 4 hours.

Source: Clinical study with 20 users and single application using Corneometer method

- ☑ Reduction in skin flaking of 25%
- ☑ Improvement in skin volume by 14%
- ☑ Would recommend the product: 100%

Source: Clinical study over 4 weeks, applied twice daily, using the SELS method

Good skin tolerance and application also suitable for people with atopic and sensitive skin.

Source: Clinical study with 50 users over 48 and 72 hours and single application

## Main ingredients.

### Hyaluronic acid (fragmented and film-forming)

With age, the quantity of endogenous hyaluronic acid in the top skin layer (epidermis) decreases. At the same time, there is a tendency towards dry skin, wrinkles and a loss of elasticity. To counteract this, hyaluronic acid can be used as a valuable anti-ageing agent. There are different forms of hyaluronic acid, which vary in molecular weight.

#### The larger, film-forming molecules

- Attach themselves to the skin and bind moisture immediately
- Leave the skin feeling smooth
- Are highly effective moisturisers with strong water-retention properties in the upper layer of the skin.
- Leave the skin feeling beautiful and leave a thin, elastic protective film on the skin



#### The small, fragmented molecules

- Penetrate deeper into the epidermis and improve moisture retention
- Stimulate the collagen synthesis and improve the consistency of the epidermis
- Act as a collagen booster for an increased vitality and an improved water balance
- Leave the skin feeling taut and youthful

## Main ingredients.

### Panthenol

The healing effect of panthenol – often also called pro-vitamin B5 – has been clinically proven. The provitamin is often used for wound healing or for the treatment of sunburn. It is also very important for protection against UV rays. Panthenol penetrates into the deeper skin layers, persistently locks in moisture and thus has a preventative effect against hydration loss.

- Strengthens the skin's natural protective barrier
- Relieves itching
- Redness and irritations subside more quickly
- Soothes irritated skin
- Improves the skin's ability to retain hydration



### Louis Widmer Biostimulators Complex

The unique Biostimulators Complex is the result of Louis Widmer's own and intensive research and development inhouse work. The complex, which combines nine carefully selected amino acids, is a "signature ingredient" that is used as a basic ingredient and as a booster for strengthened, vital skin. In combination with selected key ingredients, it achieves highest product-specific effectiveness and excellent skin tolerance.

- Immediate moisturising effect
- Strengthens the skin barrier
- Promotes cell vitality
- Increases cell renewal and collagen synthesis
- Highly effective, even in the deepest skin layers



Louis  
Widmer  
SWISS \* DERMATOLOGICA

hydra  
derm

Intensive hydration for a radiant, healthy, and fresh complexion. Also suitable for sensitive skin.