

Recover a purified and glowing skin with the range

IRIPUR

Combination to oily skin



Hydraflore
PARIS

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with an amazing antioxidant power



1 The Hydraflore brand

Hydraflore continue sur sa lancée avec la sortie de sa nouvelle gamme **IRIPUR** conçue dans le respect des principes fondamentaux de la marque :

Flowers and nature at the heart of our formulas

Hydraflore is the **phyto-floral brand** of the E.V. ROIG – Centella Laboratories. Each of its ranges is designed around a flower with extraordinary powers: the **Musk Rose** for sensitive skin, the **Damas Rose** to fight against first wrinkles, and now the **Iris** to purify, regulate and restore the radiance of the combination to oily skin complexion.

The Hydraflore products reveal all the splendour and the authenticity of **precious flowers'** prodigious virtues. Hydraflore delivers all the secrets of its **exceptional active ingredients'** benefits to offer **the excellence of nature** for an optimal efficiency.



Sensoriality

Delicious modern textures and delightfully sweet and floral fragrances sublime our products and make you experience a bouquet of **exquisite sensations**, because pleasure and well-being remain among our top priorities.



The beauty salons expertise



Professional brand having a close partnership with **more than 200 beauty therapists** in France, Hydraflore manufactures products used for professional cosmetic cares in beauty salons and has to meet strict **quality** and **performance** requirements. Specialist in the art of magnifying its products' implementation, Hydraflore provides numerous tools (care protocols, trainings...) to optimize the efficiency of its active ingredients and offer the best of the professional organic cosmetic.



A committed brand

0%

- Parabens
- Synthetic fragrances
- Animal extract
- Mineral oils
- Silicone-PEG-PPG
- Phenoxyethanol

The **IRIPUR** range, organic certified by Ecocert and Cosmebio labelled, is the reflection of Hydraflore's ambition to preserve nature and its riches by certifying its products **ecological and organic**.



Since 1972, long before the European legislation, we committed to ban animal testing for any of our formulations.



Faithful to its roots, Hydraflore develops, manufactures and packages its products in the E. V. ROIG laboratories in the south of France and ensures the high quality of its products while promoting French employment and expertise.



All Hydraflore products are guaranteed without any animal extract.

2 Combination to oily skin has specific needs

Shiny skin, dilated pores, dull complexion and even blackheads, pimples, ... Combination to oily skin has to cope with some problems not easy to live with daily.

Focus on the causes of these little problems

Hormonal changes, heredity, stress, air pollution, smoking, food, use of unsuitable cosmetic products... the causes can be various and varied but what is certain is that there are more and more women with combination to oily skin.

All these factors lead to the same unfortunate results:

1 **HYPERSEBORRHEA**

Although the sebum first aims to provide the skin with lipids in order to avoid its drying, when the sebaceous glands run riot, **the sebum production becomes too important** and can suffocate the skin which tends to **increase problems of imperfections and inflammations**.

In addition to a unsightly shiny appearance, this excess sebum also results in **the dilatation of the pores** which become bigger to allow sebum evacuation.



2 **HYPERKERATOSIS**

The overproduction of sebum is combined with **hyperkeratosis** which means that **the superficial part of the epidermis becomes thicker**. The pilosebaceous follicle channel, plugged with sebum produced in excess and dead cells, is obstructed and **blackheads**, whose colour comes from **sebum oxidation**, appear.



3 **BACTERIAL PROLIFERATION**

All the elements mentioned above favour the **bacterial proliferation** resulting in the **inflammation of the pilosebaceous follicle**. This inflammation leads to the **appearance of visible and painful pimples** likely to develop into **nodules** causing a deeper attack of the skin which can leave scars.

How to fight against these problems?

A range specifically made for combination to oily skin must act on the following 5 factors:

-  **the sebum production**
-  **the sebum oxidation**
-  **the pore dilatation**
-  **the bacterial proliferation**
-  **the pilosebaceous follicle inflammation**



3 The IRIPUR range: The solution to recover a purified and glowing skin

The **IRIPUR** range is composed of 5 products constituting a real care ritual in 5 steps:

- 1 **CLEANSE** with the Cleansing Gel
 - 2 **REBALANCE** with the Rebalancing Lotion
 - 3 **CORRECT** with the Corrective Serum
 - 4 **MATIFY** with the Matifying Cream
 - 5 **PURIFY** with the Purifying Mask
- Available in 2017*



A unique combination of 5 active ingredients with extraordinary powers

The **IRIPUR** range was designed around the exceptional virtues of 5 active ingredients gathered to efficiently address the specific problems of combination to oily skin by acting on the 5 factors listed previously:



The Iris

Sumptuous flower coming from the Far East, the Iris is known for the delicious scent of its rhizomes from which a prodigious extract with over one thousand virtues is obtained.

A true ally of problem skin, this extract contributes to correcting skin flaws and visibly improving skin texture.



Tea Tree essential oil

Its outstanding antiseptic properties fight against the bacterial proliferation responsible for the appearance of many skin imperfections.



Zinc PCA

Thanks to its remarkable regulating and moisturizing properties, it reduces sebum production while offering to skin suppleness and elasticity.



Fruit acids (AHA)

Their regenerative action favours the elimination of dead cells and excess sebum and gives skin a real brightness boost.



Blackcurrant and Raspberry extract

This organic active ingredient produced from blackcurrant and raspberry leaves inhibits sebum oxidation and as a consequence, prevents the appearance of imperfections.

3 The IRIPUR range: Visible results after only 15 days of use



Naturalness and efficiency, these are the words to qualify this new range designed around the **Iris** and the **Tea Tree**. The synergistic use of the 5 products ensures you the best results in the fight of problems associated to combination to oily skin prone to imperfections.

Quality products with an impeccable composition, a combination of active ingredients with precious virtues, sober, refined and convenient bottles, everything was thought by Hydraflöre to offer you the best of the professional organic cosmetic.

The beauty bloggers' opinion*

92 %

Satisfaction

96 %

Matifies

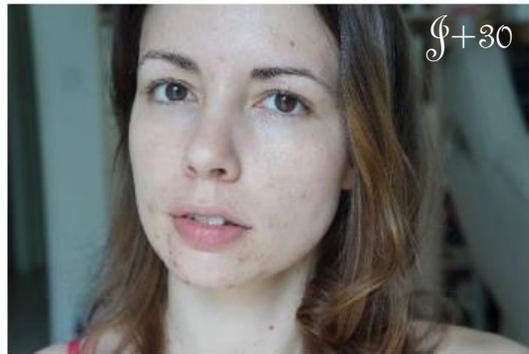
93 %

Purifies

86 %

Reduces
imperfections

The beauty bloggers testify...



« A range of cares to pamper your skin. For skins with acneic tendency, these cares will be able to gently reduce your imperfections, clean, moisturize and soften your skin. »

La Blondassidue



« IRIPUR is the first range of Hydraflöre brand that I test and it has really won me over: the quality is undeniable, my imperfections are treated and my skin is "normal" for the first time. Indeed, I don't know the dryness anymore or even the very oily areas, and my complexion is overall purer, fresher, more purified. »

Un matin d'été

*Self-evaluation by 28 women during a 30-day period of use of the Cleansing Gel, the Rebalancing Lotion, the Corrective Serum and the Matifying Cream.

4 The products: Cleansing Gel

1 CLEANSE

This **foaming gel** with **Iris** offers skin an amazing sensation of freshness. Its **purifying active ingredients** help to **remove impurities and excess sebum** which congest skin and contribute to deeply **unclogging and cleansing pores**. The epidermis is purified, the skin is rebalanced and soothed. Clean and clear, it breathes well-being and recovers all its softness and vitality.



The beauty bloggers' opinion*

After the first use

100 %

Removes
impurities

93 %

Unclogs
pores

93 %

Freshness
effect

After 30 days of use

100 %

Reduces
excess sebum

93 %

Cleanses

93 %

Purifies

« I loved the unique sensation delivered by the Cleansing Gel. Intense freshness and a real feeling of deep cleansing. »
Mon grain de folie

Directions for use

Apply morning and/or evening to damp face and neck and lather in light circular movements avoiding the eye contour. Rinse thoroughly with clear water.

The little extra of the Cleansing Gel

Enriched with Aloe Vera and Lavender essential oil with exceptional soothing properties, this gel is perfectly suitable for sensitive and reactive skin.

4 The products: Rebalancing Lotion

2 REBALANCE

This ultra-fresh **lotion** with **Iris** has remarkable **astringent properties** which help to tighten pores and gently tonify the epidermis. Rich in **AHA**, it favours the **elimination of dead cells** and stimulates the skin's **regeneration** to erase irregularities and skin flaws and boost the natural radiance of the complexion. Deeply purified, free from impurities and excess sebum, the skin recovers its natural balance and looks visibly more beautiful.



The beauty bloggers' opinion*

After the first use

93 %

Tonifies and
invigorates

93 %

Purifies

93 %

Clear skin

After 30 days of use

96 %

Brightens

93 %

Removes excess
sebum

82 %

Favours the
cellular renewal

« The Rebalancing Lotion is a real jewel: allowing my skin to be purified and to recover a soft glow. It is my favourite product of the range. »

Un matin d'été

Directions for use

Apply to pre-cleansed face and neck morning and/or evening using a cotton pad. Skin should be pre-cleansed with the Cleansing Gel.

The little extra of the Rebalancing Lotion

This lotion is perfectly used in addition to make-up removal to improve the cleansing of the skin and eliminate all traces of residues which congest it.

4 The products: Corrective Serum

3 CORRECT

A true concentrate of **antiseptic and antibacterial active ingredients** of which the Tea Tree essential oil is part, this delicately textured **serum** helps to dry pimples and make their elimination easier. Its remarkable **healing action** contributes to reducing acne scars. Free from imperfections, the skin is clear, smooth and uniform and reveals a sublime fresh and unified complexion.



The beauty bloggers' opinion*

After the first use

71 %

Heals pimples

68 %

Neutralises
pimples

68 %

Easily
penetrates

After 30 days of use

89 %

Dries pimples

89 %

Clear and
smooth skin

82 %

Reduces acne
scars

Directions for use

Apply morning and/or evening, alone for local application, or mixed with the Matifying Cream, to thoroughly cleansed face and neck in light upward movements. Extend use to neckline and upper back if necessary.

« The serum acts really well on imperfections. It helps to recover a beautifully healthy skin, aids in healing and removes spots more rapidly. »

Garlic and Grenadine

The little extra of the Corrective Serum

This SOS serum can be used for local application for an efficient targeted action.

4 The products: Matifying Cream

4 MATIFY

Enriched with Iris extract and Zinc PCA, this non-greasy textured **light and delicious cream** contributes to **normalising the sebum production** and helps to **reduce the shine** of the T-zone for an amazing velvety and matt finish. The **moisturizing and nourishing properties** of the Aloe Vera and the Jojoba oil bring skin an infinite comfort, suppleness and an irresistible softness.



The beauty bloggers' opinion*

After the first use

86 %

Matifies

82 %

Moisturizes

79 %

Good
make-up base

After 30 days of use

96 %

Matifies

93 %

Normalises

82 %

Smoothes

« It is really important for me to use a specific day cream when having a problem skin and this one, in addition to moisturizing, matifies and smooths my skin. »

Toute de Rose Poudrée

Directions for use

Apply morning and/or evening, alone, or mixed with the Corrective Serum, to thoroughly cleansed face and neck in light upward movements. Perfect for use after the Rebalancing Lotion.

The little extra of the Matifying Cream

This light and delicate cream is an excellent make-up base since it improves its results while giving skin comfort and well-being.

5 The active ingredients:

The Iris, the undisputed ally of combination to oily skin

Wonderful flower with sublime iridescent reflections, the **Iris** has been used for centuries in perfumery for the exquisite scent with delicate Violet notes of its rhizomes.

These ones are harvested in the autumn, peeled and dried before being crushed to result in a thin powder with which a prodigious extract with countless virtues is obtained.



Did you know?

The steam-distilled Iris rhizomes' powder gives a precious absolute, a true perfumery wonder which has a price: about 100 000 euros per kilo! Not less than 13 tons of fresh rhizomes and 5 to 6 years of patience are necessary to obtain only 1 kilo of the precious nectar.

Properties

Rich in active substances with exceptional properties, the **Iris extract** contributes to fighting against the inflammatory process responsible for the appearance of pimples. By stimulating the cutaneous microcirculation and thanks to its astringent properties, it helps to tighten pores and visibly improves the skin's texture. Its exceptional soothing action brings sensitive skin comfort and well-being.



Anti-inflammatory



Astringent



Soothing



The legend

In Greek mythology, it is said that gods organised a meeting of all Flowers. They were all dressed in their most beautiful clothes except one, the most unfortunate of the Flowers' Kingdom, who appeared in a sad and dull dress. Héra, the goddess of marriage and fertility, profoundly moved by the situation, told her: « Now, you will be dressed like me » and at the next meeting, the little Flower appeared in a rainbow-coloured sparkling dress. Since then, she has been known as Iris, the Rainbow Flower.

5 The active ingredients:

The Tea Tree, an anti-imperfections active ingredient of choice

Small shrub coming from Australia, the **Tea Tree** has been known for thousands of years for the exceptional curative properties of its leaves.

Steam-distilled, they give a fresh and woody scented **extraordinary essential oil**. 100 kilogrammes of Tea Tree leaves are needed to obtain 1 kilogramme of essential oil.



Properties

Highly known for its remarkable antiseptic, antibacterial and anti-inflammatory properties, the Tea Tree essential oil helps to fight against the bacterial proliferation responsible for the appearance of imperfections. Thanks to its exceptional healing virtues, it favours skin's regeneration and contributes to visibly reducing acne scars. Its outstanding purifying action makes the epidermis clear and helps to re-establish the natural balance of the skin.



Antiseptic



Healing



Purifying



The legend

Tea Tree leaves were used in the past by Australian aboriginal peoples to make poultices designed to treat injuries and skin infections. It is even said that a lagoon in which Tea Tree leaves had been falling and macerating in throughout the years was considered by these aboriginal peoples as a sacred place with a strong therapeutic power.

5 The active ingredients:

The Zinc PCA, an exceptional sebum regulating active ingredient

Trace element involved in numerous biological processes essential to the good functioning of our organism, the Zinc became a vital cosmetic active ingredient for its incomparable sebum regulating action.

Pyrrolidone Carboxylic Acid (PCA) is a major component of the NMF (Natural Moisturizing Factor) which constitutes a real reservoir for water in the *Stratum Corneum* for an optimal skin's moisture level.



Although famous for its [countless benefits](#) on the cells of the epidermis, the Zinc is however hardly absorbed by skin. To address this problem, the **Zinc salt of Pyrrolidone Carboxylic Acid**, commonly known as Zinc PCA, was developed.

[Result of the association of Zinc and PCA](#), the Zinc PCA combines the extraordinary virtues of these two elements while improving significantly the [Zinc assimilation](#) when used for skin application.

Properties

A true ally of oily skin known for its exceptional regulating capacity, the Zinc PCA contributes to normalising the sebum production and helps to reduce the T-zone shine for an amazing matt finish. Its extraordinary moisturizing power gives suppleness and elasticity to the skin which reveals a smooth and silky touch with an infinite softness.



Sebum regulating



Matifying



Moisturizing

5 The active ingredients:

The Fruit Acids for an immediate burst of radiance

More commonly known as **Fruit Acids**, the **Alpha Hydroxy Acids (AHA)** are molecules generally coming from the **plant world**. You can find them essentially in fruits and also in some plants and milk products but they can also be synthesised.

A **uniform and radiant complexion**, a **smooth, soft and invigorated skin**, free from all impurities... the benefits of the AHA are numerous and the cosmetic world has totally understood that.



The legend

The AHA have been known for their exceptional virtues for a long time because they were already used in the Ancient Rome. It is even said that it is Cleopatra who discovered their prodigious properties with her famous donkey milk bath...

Properties

Known for their peeling effect, the AHA have an important keratolytic action, which means that they contribute to stripping off and removing dead cells and stimulate the cellular renewal. They help oily skin to get rid of excess sebum mainly responsible for imperfections and also ensure a best skin's moisture. The AHA reduce skin's flaws, visibly improve skin's texture, make the complexion more even and boost its radiance. The skin is softer, smoother and resplendent of beauty.



Illuminating



Unifying



Purifying

5 The active ingredients:

The Blackcurrant and Raspberry leaves, « Super-Leaves » with an amazing antioxidant power

Small shrub coming from the north of Europe and Asia, the Blackcurrant, beyond its delicious black berries that made it famous, is also known for the extraordinary powers of its leaves traditionally used by the herborists to relieve all types of inflammation.

Shrub coming from Western Europe, the Raspberry is appreciated for its fleshy fruits which seduce the finest gourmets. Rich in nutritive elements and active molecules, the Raspberry leaves have precious virtues highly valued both in the world of medicine as well as in the one of cosmetics.

Produced thanks to a [green technology without solvent](#), an organic press juice, stabilised with vegetable glycerin, prepared from Blackcurrant and Raspberry leaves, gathers the [remarkable benefits of these two « Super-Leaves »](#).



The legend

Legend has it that the raspberry was originally a white fruit. One day, Jupiter, still a little child, made angry shouts' echoes resound off the mountain, the nymph Ida, the daughter of Mélissos, the king of Crete, wanted to calm him down by gathering him a raspberry. She scratched her breast with the shrub's thorns and her blood dyed the fruits in a bright red forever.

Properties

Rich in polyphenols with antioxydant, anti-inflammatory and antibacterial powers, the Blackcurrant and Raspberry leaves are of special interest in the preventive and curative treatment of combination to oily skin prone to imperfections.

Thanks to their remarkable properties, these « Super-Leaves » have a triple action by efficiently fighting against sebum oxidation, by protecting the squalene from its degradation and by modulating the resulting inflammatory reactions. Therefore, they prevent the appearance of imperfections and improve the aspect of those already existing while ensuring an optimal skin comfort.



Antioxidant



Anti-inflammatory



Soothing