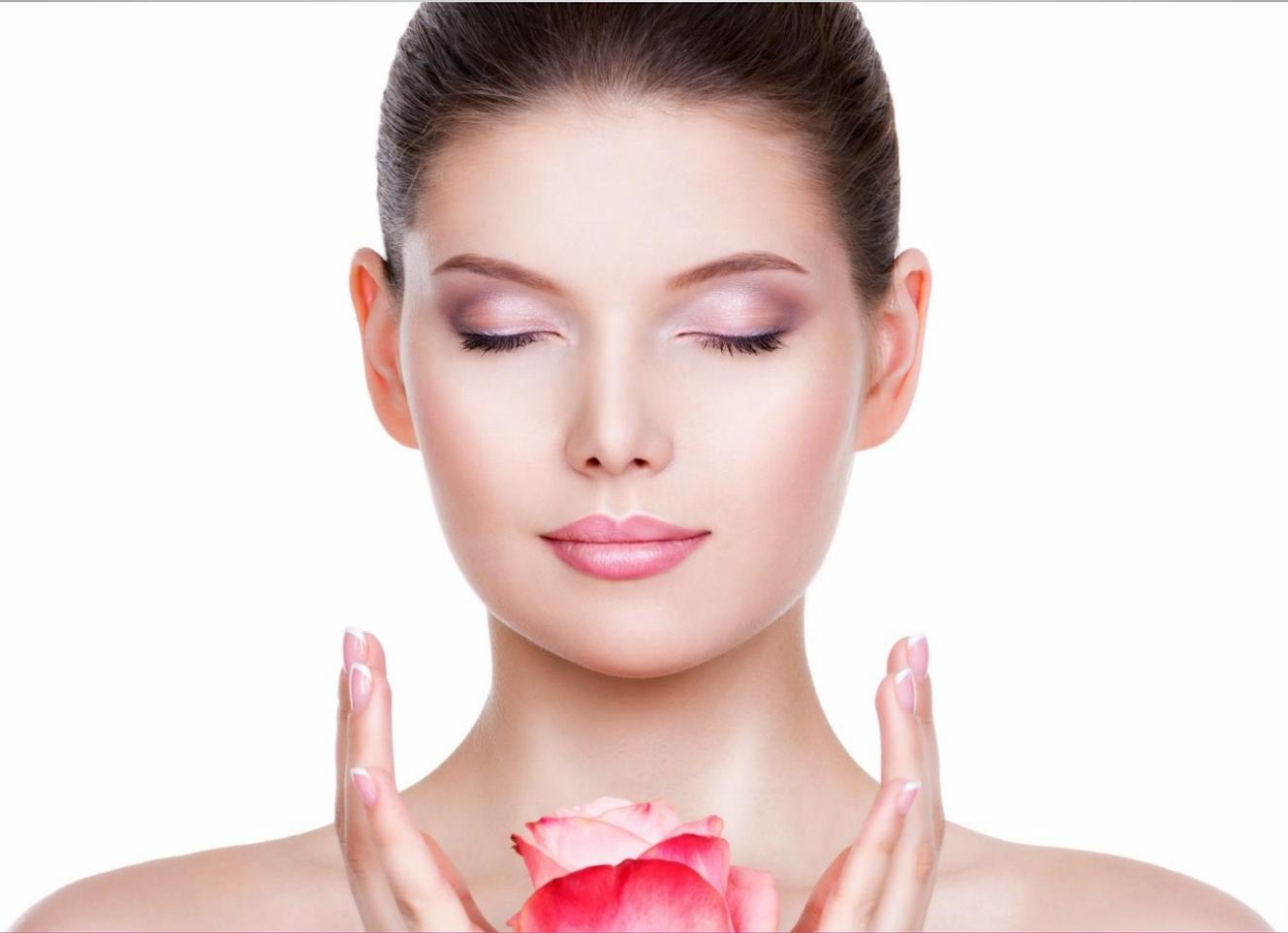


Hydraflore
PARIS



Discover the sensual and delicious world of the range

ROSE ECLAT

First Wrinkles



OUTLINE

A new turning point for Hydraflore

**The range ROSE ECLAT 1st Wrinkles :
the Damas Rose facial care ritual**

**The range ROSE ECLAT 1st Wrinkles :
outstanding proven results**

The Damas Rose, a unique flower with exceptional virtues

The hyaluronic acid, a vital anti-ageing active ingredient

Wheat ceramides, your moisturizing allies

The Smoothing Serum

The Smoothing Cream

The Eye Contour



A new turning point for Hydraflore

With the **ROSE ECLAT 1st Wrinkles** range's launching, we wanted to reaffirm our Hydraflore brand's DNA :

Flowers and nature at the heart of our formulas

Phyto-floral brand of the E.V. ROIG - Centella Laboratories, Hydraflore designs each of its ranges around a flower with extraordinary powers : the **Musk Rose** for sensitive skin, and now the **Damas Rose** to fight against the first wrinkles.

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 nature's excellence** 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 Institute expertise

Professional brand having a close partnership with **more than 200 beauticians** in France, Hydraflore manufactures products used for professional cosmetic cares in beauty institutes and has to meet strict **quality** and **performance** requirements. Specialist in the art of magnify its products' implementation, Hydraflore provides the motor means to optimize its active ingredients' efficiency and offer the best of the professional organic cosmetic.



A committed brand

- **Safe products** : Hydraflore designs products that respect people and the environment. They are guaranteed to be without paraben, phenoxyethanol, PEG, silicone, nanoparticle, synthetic fragrance or dye, animal ingredient and are **not tested on animals**.
- **Nature-friendly products** : the range **ROSE ECLAT 1st Wrinkles**, certified organic by Ecocert and labelled Cosmebio, is the reflection of Hydraflore's ambition to preserve nature and its riches by certifying its products **ecological and organic**.
- **Fair trade products** : most Hydraflore's products are also EFT-certified (Ecocert fair trade in the spirit of solidarity and responsibility) and are part of a **fair trade approach** to which the brand is so attached.
- **100% made in France products** : Faithful to its roots, Hydraflore manufactures 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.



The range ROSE ECLAT 1st Wrinkles : the Damas Rose facial care ritual

From about age 30, the first signs of sagging skin are felt. The skin's barrier function is altered, resulting in an important skin dehydration. Collagen and elastin fibres deteriorate and the hyaluronic acid concentration decreases, causing a tissues' collapse and a loss of flexibility, firmness and volumes. The hydrolipid film is damaged and skin becomes drier. Wrinkles and fine lines start to appear. It is high time to react!

It is in this aim of **keeping skin looking young and radiant** that the new range **ROSE ECLAT 1st Wrinkles** was specially formulated. It is composed of three products designed around the Damas Rose **anti-ageing properties** :

- **a Smoothing Serum**
- **a Smoothing Cream**
- **an Eye Contour**



Thanks to **carefully selected powerful active ingredients**, these three products, with complementary actions, guarantee **visible results** by targeting :

- **complexion brightness**
- **epidermal moisture**
- **skin tonicity**



The range ROSE ECLAT 1st Wrinkles : outstanding proven results



H0080 40ml



H0090 30ml

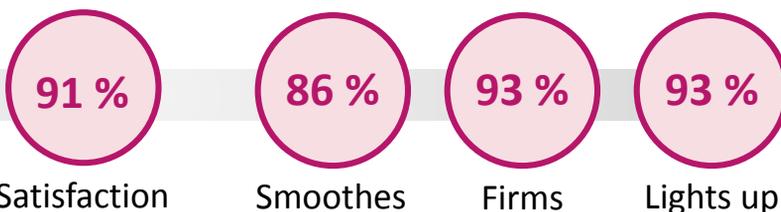


H0050 1.5ml

Refinement and expertise are the key words of this new range designed around the **Damas Rose**. The synergistic use of the three products, with complementary targeted actions, ensures that you get the best results in terms of prevention and fight against the first wrinkles.

A delicate fragrance, a combination of active ingredients with precious virtues, elegant and convenient packaging, everything was thought by Hydraflöre to offer you the best of the professional organic cosmetic.

The beauty bloggers' opinion *



The beauty bloggers loved

- the **Damas Rose** fragrance
- the **products' synergy**
- the **organic** quality

« My face has never been so bright and soothed. I saw a real decrease of my skin's imperfections. It's the only range which managed to partially soften my face's redness ! Efficient and good quality cosmetic care ! »

« It's an excellent ORGANIC range that I recommend to those who want to smooth their skin (normal, mixt or oily) and to give it radiance. »

* Self-evaluation of 30 women between 30 and 40 years old during a 30 days period of the range's use.

The Damas Rose, a unique flower with exceptional virtues

Precious and delicate flower, the **Damas Rose** is harvested carefully by hand between May and June, early in the morning, when its essence is at its highest level.

Steam-distilled, its petals offer us an **hydrosol** and an **essential oil** delicately perfumed.

1 ton of fresh Rose petals is needed to obtain :

- 1 ton of hydrosol
- Between 70 to 100ml of essential oil



Properties

Full of active ingredients with exceptional virtues, the **Damas Rose hydrosol** is well-known for its **anti-ageing properties** and helps to prevent and fight against skin ageing. It **purifies, tonifies, softens** the skin and also **soothes** redness and irritation.



Anti-ageing



Invigorating



Soothing

The legend

Beauty secret for thousands of years, the **Damas Rose** comes from East. It's on the precious lands of the south of Iran that Shahin and her husband Homayon grew this prodigious flower, symbol of beauty and femininity. However, the Shah who ruled Iran didn't agree and cut off Shahin and Homayon's fields water supply. This is how they discovered the incredible resilience of this rose which survived the deprivation.



The hyaluronic acid, a vital anti-ageing active ingredient

The hyaluronic acid occurs naturally in the body. It is an **essential element of the epidermal and dermal intercellular space** where it forms, with the collagen and the elastin, the skin support structure. However, **it becomes scarcer with time**, resulting in a loss of tissues' flexibility and firmness. To overcome this deficiency, **Hydraflores chose to make the hyaluronic acid a main active ingredient of the range ROSE ECLAT 1st Wrinkles.**



The hyaluronic acid used in our products comes from a biotechnological process based on wheat fermentation by yeasts.



Chemically speaking, the hyaluronic acid is a disaccharides' polymer whose **molecular weight modulates properties.**

The **high molecular weight** hyaluronic acid **acts on the epidermal surface.** It forms a film like a pad filled with water, **maintaining skin moisture** and **providing a tensor effect** which smoothes wrinkles and gives a silky appearance to the skin.

The **low molecular weight** hyaluronic acid **goes through the skin barrier and penetrates** to the epidermal deeper layers where it acts like a sponge **capable of retaining up to 1 000 times its weight in water.** It deeply moisturizes the skin and reduces fine lines and wrinkles' appearance thanks to its plumping effect.

Properties

The hyaluronic acid is famous for its **remarkable moisturizing power** thanks to its amazing water holding capacity and for its **unprecedented tensor and volumising effect** which makes it an outstanding plumping and anti-ageing active ingredient. It restores the freshness and vitality of the skin.



Moisturizing



Anti-ageing

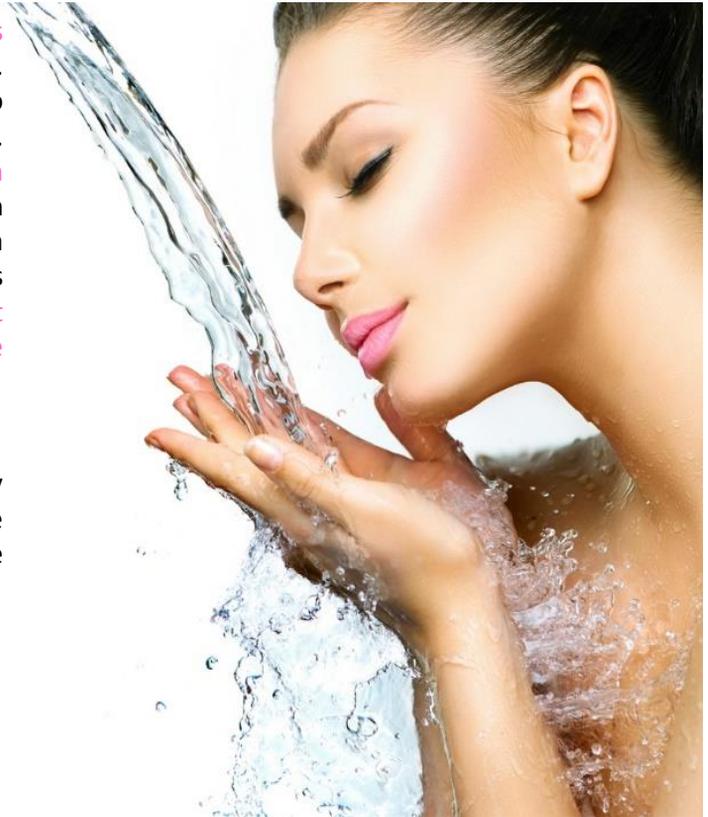


Replumping

Wheat ceramides, your moisturizing allies

Ceramides are **lipid compounds** occurring naturally in the epidermis. They help to **moisturize the skin** and to **protect** it from outside aggressions. However, **the ceramides' concentration decreases with time**, resulting in an important skin dehydration and a slowdown in cellular renewal. That is why **Hydraflores** chose to put **wheat ceramides** in the products of the range **ROSE ECLAT 1st Wrinkles**.

The ceramides we use are obtained by extraction of ripe wheat grains, whose lipid profile is remarkably similar to the skin's one.



Properties

Ceramides are well-known for fighting against the extreme dryness of the skin by restoring and maintaining its hydrolipidic balance. They have notably a double effect **on skin's moisture and on the restructuration of the lipid barrier** :

- an immediate effect, with an instant improvement of skin's moisture
- a long-term effect, that helps the skin to gradually recover a normal hydration rate

Ceramides leave the skin **healthy and glowing** thanks to their benefits on the lipid barrier, restoring its sealing function and ensuring to go back to an optimal epidermal hydration.



Moisturizing



Lipid restoring



Protective



Reparative

The Smoothing Serum

This precious **vegetal serum**, enriched with **wheat ceramides** and **hyaluronic acid**, allows an **optimal long-term hydration** and leaves a **pleasant floral fragrance** on the skin. Highly concentrated in active ingredients, this serum, with an **instant tensor effect**, helps to **redraw and plump the face's oval** and improves the **tonicity and elasticity** of the skin which recovers vitality and firmness.



The beauty bloggers' opinion *

First use

93 %

Moisturizes and softens

96 %

Leaves the skin soft

After 30 days of use

86 %

Replumped skin

83 %

Gives brightness

96 %

Moisturized and softened skin

« A real crush on it ! A serum with a refined fragrance which brings moisture all day long. »

Use

Apply morning and/or evening before the Smoothing Cream. Massage gently in a circular motion to penetrate the serum. Can be used alone for targeted action on sensitive areas and wrinkles.

The little extra of the Smoothing Serum

This serum allows to benefit from the synergistic effects of the high molecular weight hyaluronic acid and the low molecular weight one by combining them in the same formula.

* Self-evaluation of 30 women between 30 and 40 years old during a 30 days period of the range's use.

The Smoothing Cream

Delight in the **melting and smooth texture** of our **Damas Rose Smoothing Cream**. **Light and delicately perfumed**, it allows the skin to recover its softness and radiance. Enriched with **wheat ceramides**, it prevents the dehydration of the skin and improves its flexibility and elasticity. The skin is replumped and enlightened, the wrinkles are smoothed and the complexion is even.



The beauty bloggers' opinion *

First use

93 %

Good makeup base

80 %

Moisturizes

After 30 days of use

83 %

Enlightened skin

83 %

Smoothed wrinkles

93 %

Moisturized and softened skin

« A light cream, with a pleasant rose fragrance, which offers effects with a smoother, less congested skin and a more even skin tone after just 2 weeks of use. »

Use

Apply morning and/or evening after the Smoothing Serum with light circular movements to face and neck.

The little extra of the Smoothing Cream

This sumptuous cream can be used the day as well as at night. Its silky and velvety texture offers an ideal comfort to the skin. During the day, it is an excellent makeup base.

* Self-evaluation of 30 women between 30 and 40 years old during a 30 days period of the range's use.

The Eye Contour

This **exquisite Damas Rose and Cornflower gel** leaves a delicious and seductive fragrance on the skin and helps to **reduce eye contour wrinkles**. Enriched with hyaluronic acid and other active ingredients with decongesting virtues, this fresh pleasant gel erases signs of tiredness by **reducing efficiently puffiness** and making the gaze look radiant. The eye contour is moisturized and gets a bright look thanks to a **remarkable instant smoothing effect**. The gaze is more rested and luminous, the skin is soft, soothed and replumped.



The beauty bloggers' opinion *

First use

86 %

Moisturizes

76 %

Good makeup base

70 %

Sensation of freshness

After 30 days of use

73 %

Reduced puffiness

86 %

Smoothed wrinkles

76 %

Enlightened gaze

« It's an ideal Eye Contour to apply in the morning because it allows a quick makeup after its application. The eye contour is very well moisturized and smoothed. »

Use

Apply delicately with the fingertips on the eye contour morning and/or evening.

The little extra of the Eye Contour

This innovative gel can be used for the eye contour as well as around the lips. It helps to smooth and replump two areas that age does not forget for an optimal rejuvenating effect.

* Self-evaluation of 30 women between 30 and 40 years old during a 30 days period of the range's use.