



Hydrintense

the new moisturizing wave for the skin

Soliance specialises in developing high added-value ingredients, derived from vegetable sources, microorganisms and microalgae presents their new ingredient Hydrintense



In order to resist dehydration, the red microalga *Porphyridium Cruentum* has developed an extraordinary defense system. It synthesizes and excretes a marine exopolysaccharide outside its cell wall to reduce water loss. To enable our skin to share these benefits and help it recover all of its beauty, Soliance experts in marine biotechnology, have revealed *Porphyridium Cruentum*'s secret and created an active ingredient for 24-hour long lasting hydration: Hydrintense.

Hydrintense maintains skin hydration by forming a protective film on the skin's surface. Replicating its natural function, it increases the water content of the stratum corneum up to 61% and improves the skin microrelief up to 13%.

Hydrintense is the new moisturizing wave for the skin!

3 Questions to Anne-Sophie Dutailly, Operational Marketing Manager Soliance

Euro Cosmetics: *You've developed a new ingredient, Hydrintense. What do Hydrintense offer?*

Anne-Sophie Dutailly: Hydrintense offers intense hydration to the skin thanks to *Porphyridium Cruentum*'s secret:

In order to resist dehydration, the red microalga *Porphyridium Cruentum* has developed an extraordinary defense system. It synthesizes and excretes a marine exopolysaccharide outside its cell wall to reduce water loss.

To enable our skin to share these benefits and help it recover all of its beauty, Soliance experts in marine biotechnology, have revealed this secret and created an active ingredient for 24-hour long lasting hydration: **Hydrintense**.

Euro Cosmetics: *What is the main advantage of this ingredient and for which skin type?*

Anne-Sophie Dutailly: Hydrintense maintains **skin hydration** by forming a protective film on the skin's surface. Replicating its natural function, it increases the **water content** of the *stratum corneum* up to 61% and improves the **skin microrelief** up to 13%.

Hydrintense can be used in lotions or serum to replenish all kind of skins but particularly dry to extra dry types.

Euro Cosmetics: *And how is the anti-aging effect?*

Anne-Sophie Dutailly: Moisturizing is the first step of anti-aging cares. In deed, a hydrated and replenished skin looks healthier and younger. Hydrintense can thus participate to make your skin younger. ■

Soliance presents this new ingredient
at NYSCC Suppliers' Day
(May 13-14, 2014)
Visit Soliance on booth 631

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