

hydration

(hi-drey-shun)

booster

If only all skin days were created equal—equally good, that is. Unfortunately, most of us have skin that seems to change on the reg, going from glowy and hydrated one day to dry and dull the next. That's where Indeed Lab's™ six new boosters come in. They're concentrated drops of goodness, each with a unique purpose, that you can add to your serum, moisturizer or foundation to customize your skin care on the fly. Feeling parched? Plump it up with our new **hydration booster**.



Launched: October 2016
30 ml/1.0 US fl. oz | UPC: 775153010977

★ FEATURES

This easy-to-use hydrating booster restores moisture to dehydrated skin with a blend of ingredients such as hyaluronic acid (to retain water), Aquaxyl (to strengthen cell barriers to prevent excess water loss) and Hydraprotectol SM PH (to add superficial hydration to the outer layers of the skin while strengthening the skin's moisture barrier). Add this to your skin care regimen and say goodbye to looking ten years older after a bad sleep or a night out drinking.

🔍 SKIN CONCERN

Dehydration. For any woman who finds her skin looking parched

+ BENEFITS

- ▶ Rebalances the moisture levels of dehydrated skin
- ▶ Plumps up dry looking skin, including fine lines, for a more refreshed appearance
- ▶ Treats surface dehydration for an instant visible improvement
- ▶ Repairs the skin's barrier to maintain long-term water retention

🔧 APPLICATION

Add two to three drops to cleansed skin morning and night. Apply directly to the face, or mix with your serum, moisturizer or liquid foundation for an extra boost of hydration

🧴 INGREDIENTS

- ▶ **Revidrate™**: enables the skin to recreate its own natural moisture by regulating the water and lipid balance in the skin. Stimulates skin cells to increase the re-uptake of moisture, to keep the skin's moisture barrier hydrated. Aids by providing nutrients to educate the skin to recreate the epidermis hydrosphere using its own natural process.
- ▶ **Niacinamide**: also known as vitamin B3, offers multiple benefits for aging skin. Helps to improve skin's elasticity, increase barrier function, diminish discoloration and revive tone and texture. Also helps to stimulate cell circulation and prevent water loss.
- ▶ **Full ingredient list**: water (aqua/eau), propylene glycol, ethylhexyl palmitate, glycerin, niacinamide, cyclopentasiloxane, cyclohexasiloxane, hydroxyethyl acrylate/sodium acryloyldimethyl taurate copolymer, dimethicone, phospholipids, isohexadecane, glycine soja (soybean) extract, sorbitan oleate, polysilicone-11, polysorbate 60, biosaccharide gum-1, sorbitan laurate, sorbitan isostearate, myristyl malate/phosphonic acid, caprylyl glycol, phenoxyethanol.

Paraben, colourant and fragrance-free

At **Indeed Labs™** we are consumers first and, just like you, we demand products that deliver results. So, we create them. We believe in raising the standards of the beauty industry: educating while providing a new take on ingredient and product delivery.