



## HYDRACTIN®-LMF

Hydrate the Time away with Lichen, Moss & Fern

Your New 20-Years-Younger-Anti-Ageing-Plan!

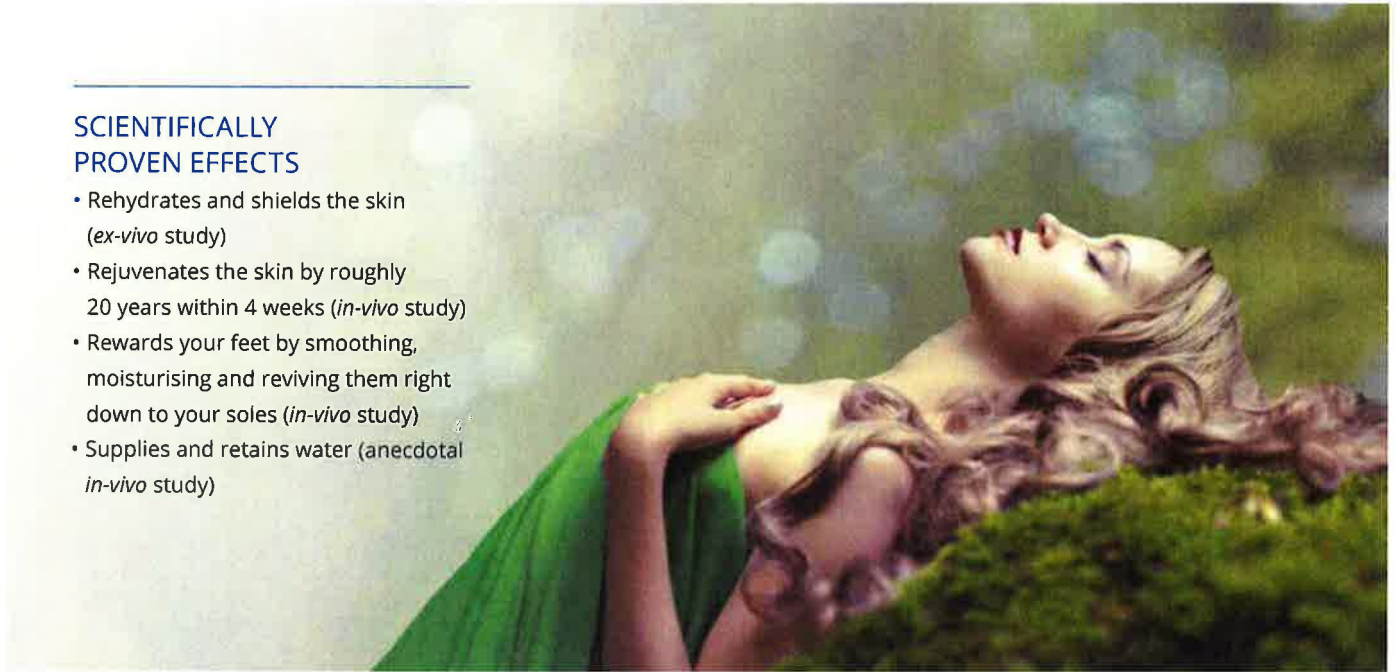
Numerous ecosystems such as forests are characterised by their longevity. The secret to this lies in their clever management of moisture. For the skin too, providing moisture is a simple and highly effective anti-ageing strategy. The novel active ingredient HYDRACTIN®-LMF, a symbiotic combination of three forest plants, is an anti-ageing moisturiser. The lichen *Cetraria islandica* (Iceland moss), the moss *Sphagnum magellanicum* (peat moss) and the fern *Polypodium vulgare* (common polypody) are true experts at dealing with moisture – in nature and on the skin. They retain and store water and boost the skin's NMF. This interplay enables them to turn back the skin's biological clock: after two weeks, the skin becomes approximately 10 years younger. After four weeks it even gains 20 years of youthfulness. HYDRACTIN®-LMF is also a professional when it comes to foot care: stressed, cornified and cracked feet feel good again and are perceptibly and visibly soft and delicate.

**RAHN**

Your partner for excellence

## SCIENTIFICALLY PROVEN EFFECTS

- Rehydrates and shields the skin (*ex-vivo* study)
- Rejuvenates the skin by roughly 20 years within 4 weeks (*in-vivo* study)
- Rewards your feet by smoothing, moisturising and reviving them right down to your soles (*in-vivo* study)
- Supplies and retains water (anecdotal *in-vivo* study)



## ACTIVE INGREDIENTS

*Cetraria islandica* thallus



- Adheres to membranes and forms a moisturising film
- Contains the polysaccharides lichenan and isolichenan

*Sphagnum magellanicum*



- Stores and retains moisture
- Unique water holding capacity (20–30\* own body weight)

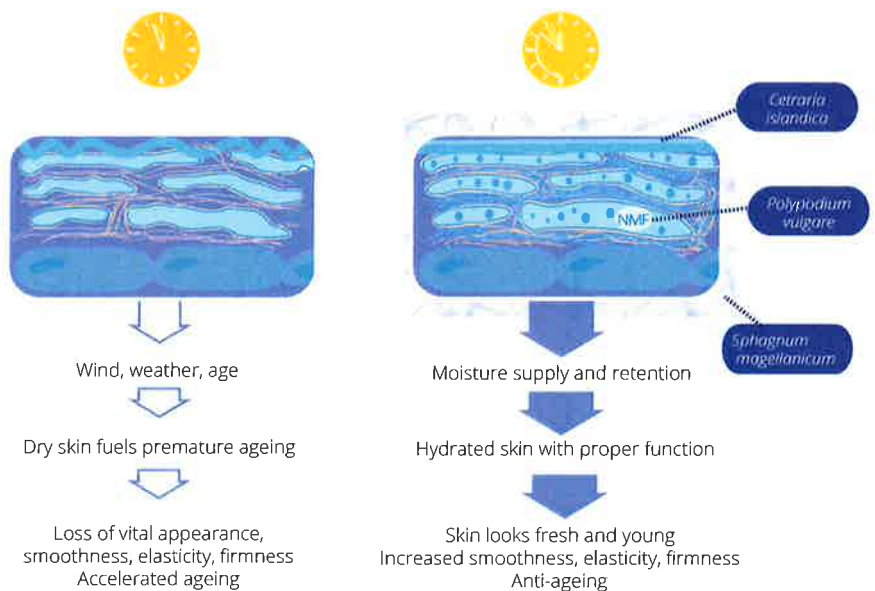
*Polypodium vulgare* rhizome



- Builds a moisturising film
- Contains polypodines which are known to boost NMF

## MODE OF ACTION

The anti-ageing moisturiser HYDRACTIN®-LMF provides moisture and helps to retain it. Dry skin is a breeding ground for premature ageing and eventually contributes to altered smoothness, elasticity, firmness etc. Hydrated skin, in contrast, is properly functional, looks smooth and young, and tends towards retarded skin ageing.

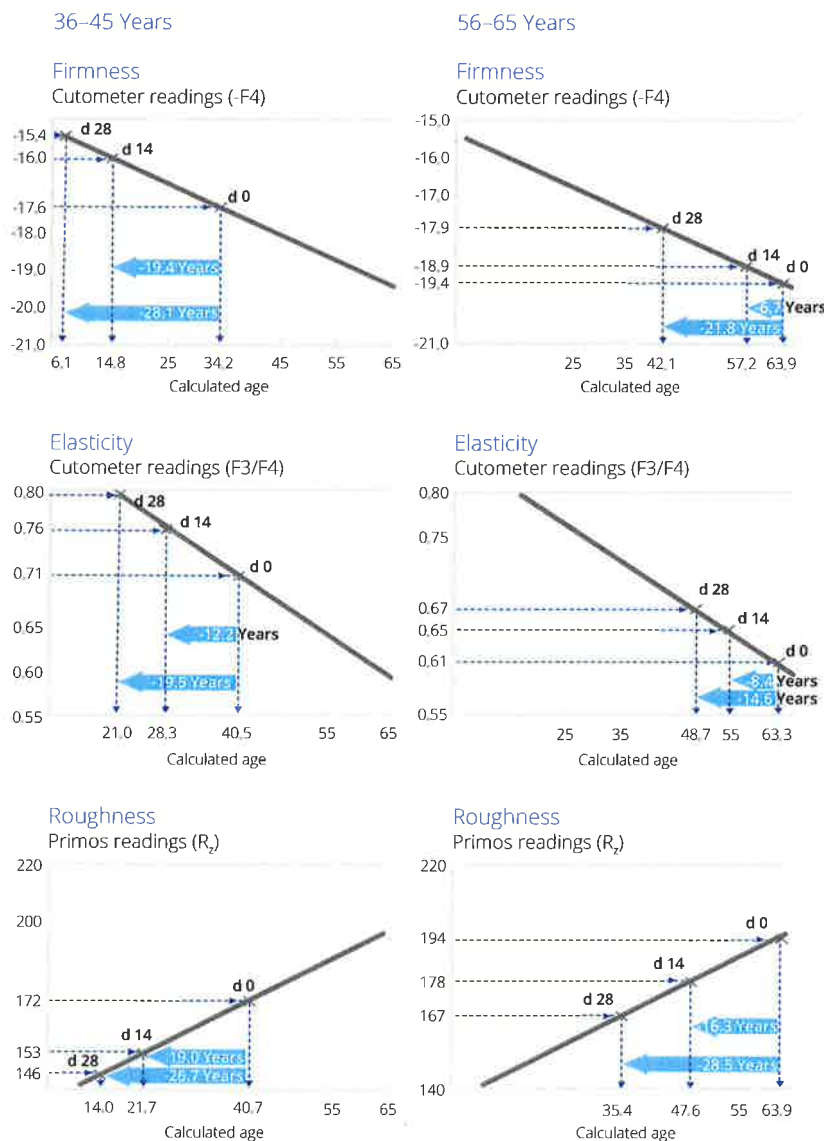


## HYDRACTIN®-LMF REJUVENATES THE SKIN BY ROUGHLY 20 YEARS WITHIN 4 WEEKS (*in-vivo* study)

**Method:** Firmness and elasticity (Cutometer); roughness (Primos)

**Implementation:** 80 female volunteers; 25–65 years old; 4 age groups; measurement of firmness, elasticity and roughness on day 0, calculation of regression line; 2x daily application of an emulsion with 3% HYDRACTIN®-LMF (groups 36–65 ys); measurement of firmness, elasticity and roughness on days 14 and 28; determination of skin rejuvenation effect based on regression line.

**Result:** HYDRACTIN®-LMF rejuvenates skin by app. 10 years after 2 weeks and by app. 20 years after 4 weeks.



## HYDRACTIN®-LMF IS AN EXPERT IN FOOT CARE (*in-vivo* study)

**Method:** Objective assessment by dermatologist; subjective assessment by questionnaire/diary; ultrasound measurements

**Implementation:** 20 volunteers; 30–62 years old; 4 age groups; once daily application of an emulsion with 4% HYDRACTIN®-LMF (vs. placebo) over 2 weeks; measurement of dryness, scaling, heel softness and overall impression, subjective skin feel and callus thickness on day 0 and day 14; daily subjective assessment of skin condition (diary).

**Result:** HYDRACTIN®-LMF visibly and perceivably cares for feet and improves dryness, scaling, heel softness and overall impression. It also decreases the thickness of hardened skin areas.

N° 10, 56 years, female



▲ Before application    ▲ After 2 weeks

**Application and Processing Information**  
Moisturising and Anti-Ageing products for face, body and feet. Suitable for gels, emulsions (O/W and W/O), serums and lotions.

**Recommended Use Level:** 1–5 %

**INCI: EU:** Propanediol, Aqua, Polypodium Vulgare Rhizome Extract, Cetraria Islandica Thallus Extract, Sphagnum Magellanicum Extract, Citric Acid; **USA:** Propanediol, Water, Polypodium Vulgare Rhizome Extract, Cetraria Islandica (Iceland Moss) Thallus Extract, Sphagnum Magellanicum Extract, Citric Acid; **Japan:** Propanediol, Onsen-Sui, Polypodium Vulgare Rhizome Extract, Cetraria Islandica (Iceland Moss) Thallus Extract, Sphagnum Magellanicum Extract, Citric Acid

