

rapid. intense. lasting.  
**SUPER MOISTURE.**

Enhanced Formula.  
Clinically Proven.



Press Release February 2024, USA

**Environ introduces the enhanced Super Moisturiser formulation and a Super-Size Anniversary Edition ahead of this iconic product's ten-year milestone commemoration.**

Super Moisturiser's decade long track record in Professional Skincare is a testament to Environ's commitment to product performance excellence. Over the past ten years, Super Moisturiser has played an integral role in garnering a loyal following of consumers and Skincare Professionals who have experienced this product's extraordinary benefits firsthand.

Super Moisturiser is a powerhouse booster that works to improve the skin's soft, smooth, and supple appearance, enhancing its overall healthy-looking glow. This intelligent formulation makes a rapid, visible difference to skin that appears or feels tight, dehydrated, rough, flaky or irritated as a result of (amongst other factors) a weakened skin barrier.

**The Enhanced Super Moisturiser is a powerful Moisture Modulator**

Super Moisturiser is a fast absorbing, luxurious cream that contains a variety of dynamic moisturizers, emollients, and humectants (an intelligent complex of skin moisturizing components) plus potent vitamins and antioxidants. With additional moisturizing ingredients and significantly less micro plastics, the enhanced Super Moisturiser formulation has maintained its powerhouse benefits:

- Rapidly and intensively replenishes the benefits of optimal hydration levels in the skin.
- Prevents the results of trans-epidermal water loss.
- Supports and maintains the effects of a healthy skin barrier function.
- Boosts defense against the signs of environmental stressors and free radical damage.

**Clinically Tested. Dermatologically Tested.**

Extensive independent clinical evaluation studies were carried out on 22 volunteers to assess sensorial and efficacy similarities between the two formulations.

**Clinical Evaluation of Hydration Efficacy**

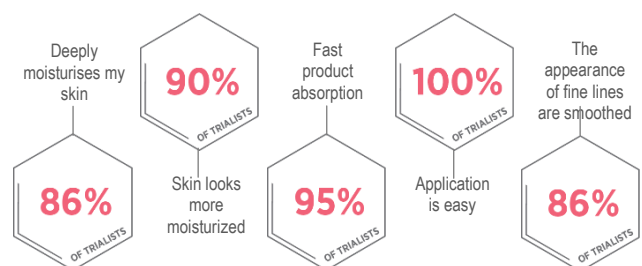
With just one application, the enhanced Super Moisturiser formulation is clinically proven to<sup>1</sup>:

- double skin hydration after 8 hours
- increase skin hydration for up to 24 hours.
- deliver lasting moisturizing effects for up to 72 hours.

After 30 days, Super Moisturiser is proven to support the benefits of skin barrier function and the effects of the retention of moisture substantiated with a 14% decrease in trans-epidermal water loss (TEWL) with continued use<sup>2</sup>.

**Clinical Comparative Study**

The enhanced Super Moisturiser is clinically proven to be comparable or better than its predecessor. This product scored 100% in the Consumer Evaluation study for ease of application, fast absorption, and pleasant texture (10% advancement in the latter two categories)<sup>3</sup>



<sup>1</sup>An independent laboratory clinical evaluation carried out on 22 volunteers (aged 18-60 presenting with dry or very dry skin) to measure hydration efficacy.

<sup>2</sup>A second clinical evaluation carried out on 22 volunteers (aged 18-60 presenting sensitive skin with tendency to barrier impairment, dryness and/or dehydration).



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