

L'dara®

Introducing...

# L'dara® Ultra Hydrating Day and Night Cream™

*More than a  
Moisturizer!*



## Hydrate. Nourish. Transform.

Lightweight and luxurious, **L'dara® Ultra Hydrating Day and Night Cream™** hydrates and nourishes your skin like nothing you've ever tried before. Even rough, dry skin will look and feel transformed – noticeably softer, smoother and more supple – with the very first use!

## Designed for Every Skin Type

Our silky smooth cream is perfect for dry and normal skin, but it's also ideal for oily complexions. Although it may sound counterintuitive to moisturize oily skin, regular use of non-greasy **L'dara® Ultra Hydrating Day and Night Cream™** can actually help to reduce your body's overproduction of skin oil (sebum).

## Directions for Use:

After cleansing skin, apply and massage a small amount to face, neck, and décolletage, morning and night. For best results, use after applying L'dara Serum.

## L'dara® Ultra Hydrating Day and Night Cream™

- ✓ Only safety-tested ingredients
- ✓ Hypoallergenic
- ✓ pH balanced
- ✓ Paraben-free
- ✓ No mineral oils, nitrosamines, phthalates, triclosan, synthetic colors or fragrances or sodium laureth sulfate.

L'dara Ultra Hydrating Day and Night Cream is designed for use together with the entire line of L'dara products.

### Want to Learn more?

Contact me for more information:

A close-up photograph of a woman with dark hair pulled back, smiling gently. She is applying a white cream to her cheeks with her fingers. The background is a soft, light blue gradient.

*L'dara*®

L'dara® Ultra Hydrating Day and Night Cream™

## *Benefits Beyond Hydration*

L'dara® Ultra Hydrating Day and Night Cream™ features exciting new technologies, cutting-edge ingredients, and multiple functionalities, including:

### **LBP-5 Complex®**

the age-defying beauty secret of the Asian goji berry. Eight years and \$5.5 million of L'dara research have shown diverse skin benefits with both topical and oral use of goji with LBP-5. These benefits have been shown in multiple published studies. LBP-5 Complex is patent-pending, and is exclusive to L'dara.

### **Ceramin-D™**

the latest discovery in the world of ceramide research. Ceramides are specialized lipids that make up an important part of the skin's vital barrier properties by helping to prevent moisture loss. L'dara has pioneered the use of plant-based **Ceramin-L™** ceramides in our groundbreaking **Within™** beauty supplement. Now we introduce our new Ceramin-D – designed exclusively for topical application – which delivers multiple scientifically demonstrated benefits:

- **Super Hydration** – increases skin hydration by an impressive 50% in just one hour, with just one application\*
- **Improves Appearance of Pores** – visibly tightens, minimizes and reduces pores\*\*
- **Improves Skin Texture** – skin was 73% smoother than with placebo cream\*\*
- **Increases Skin Protection** – shown in laboratory tests to increase skin antioxidants by 40% to help protect against dangerous pro-aging free radicals
- **Inhibits Collagenase and Elastase** – These destructive body enzymes rob skin of its youthful plumpness and elasticity. In laboratory tissue culture studies, Ceramin-D inhibited collagenase by 33% and elastase by an amazing 82%!

### **Hydrating Microspheres –**

L'dara has previously introduced innovative microcapsule delivery technology to deliver bioactive peptides in our serum. Now, we are using a whole new application of this technology with our Hydrating Microspheres.

Hydrating Microspheres resemble tiny dehydrated sponges. When you apply the cream, the microspheres penetrate the outer layers of your skin. As water evaporates from the deep dermis, it is absorbed by the microspheres, causing them to expand like a hydrated sponge. As the microspheres swell with moisture, the surrounding skin becomes significantly smoother and plumper, with reduced appearance of lines and wrinkles in just one hour.

Hydrating Microspheres are made by cross-linking two natural biopolymers that have a tremendous ability to absorb and hold water:

**Hyaluronic acid (HA)** is your skin's natural moisture attractant. We have chosen a low molecular weight HA (<40 kD) for its exceptional ability to attract moisture.

**Glucomannan** is derived from the root of the Japanese Konjac plant, glucomannan has unsurpassed water binding capacity. Our high molecular weight glucomannan (>200 kD) can absorb an astounding 200 times its weight of water.

Because of their incredible water-absorbing abilities, our Hydrating Microspheres give you long lasting hydration. In fact, the smoothing effect actually increases as the product remains on your face.

### **Dipotassium glycyrrhizate (DPG)**

This might sound like a chemical, but DPG is actually an exciting natural functional ingredient derived from licorice root. DPG has remarkable benefits, especially for helping to lighten and brighten skin tone, for soothing the skin by virtue of its anti-irritant properties, and it has even been used to protect against occasional skin breakouts.

\*Human clinical study, 1 application, 7 subjects, measured by corneometry

\*\*Human placebo-controlled clinical study, 56 days, 2 applications per day on half of face with placebo cream on other half, 20 subjects, average age 45 years. Smoothness measured by fringe projection, pores evaluated by stereoisage optical topometry.