

HIDRAUP

Facial Care

A moisturising formula that repairs the corneal layer and barrier function with a calming, soothing action

- Fast, intense and lasting effect.
- Moisturising, soothing and antioxidant.
- Slight tightening effect.
- For all skin types and ages.
- Applicable in the eye area.
- Does not make skin oily.
- Exclusive very high-tech product.

Enoc Method

At Enoch Cosmetics we believe that the essence of good cosmetics lies in the human body itself and nature. The more the structure of a product resembles the biological structures of our body, the better its assimilation and the greater its efficiency. So we have developed Advanced Liposomes, next generation liposomes created by a bio-analogous process based on the same physicochemical concepts that the human body uses in producing its own cell membranes. The outcome is liposomes which are effective carriers of active ingredients and also cell membrane regenerators.

Description

Moisturising the skin, essentially the epidermis, depends on two factors: firstly, the presence of water and substances that retain it, and secondly the existence of the corneal layer, a barrier formed mainly of lipids that prevents the loss of water through evaporation. Sometimes our lifestyle can have an effect on the skin's moisture levels, causing them to dry out.

Recommendations

To keep the skin moisturised and address any dryness issues, Hidraup serum includes a series of active natural ingredients which are carried in advanced liposomes and act in synergy to prevent and treat the different causes of this dryness.

Its innovative lightweight, rapidly-absorbed formula helps to restructure and regenerate the corneal layer, supplying intensive, long-lasting hydration that makes the skin look more natural, healthy, youthful and radiant.

The different active ingredients in its formula act by delivering both water and the molecules that help to retain it, as well as repairing and regenerating the corneal layer and the epidermis to prevent the loss of water. The result is a general improvement to the skin's health and appearance.

Hidraup also includes natural active ingredients, plant extracts and vitamins which provide a complementary function by acting on the different aspects of the general care of the epidermis and the skin. As well as moisturising, Hidraup also has a soothing, calming, antioxidant and relaxing effect. It also has a mild tightening effect on the skin which helps to smooth out the surface, softening and rejuvenating its appearance.

Hidraup has been formulated for use on all skin types. Its reparative and restructuring action on the skin's barrier function prevents excessive moisture loss while still allowing the skin to breathe which is so important for its health. This means that there is no sensation of smothering, heat or perspiration on using the cream.

The restructuring effect on the corneal layer also improves the skin's resistance to all kinds of external aggressions and helps to restore its firmness, elasticity and vitality.

The inclusion of soothing and calming ingredients in its formula means that Hidraup is very suitable for use on stressed or damaged skin, as well as after skin peels, hair removal or shaving and to soothe sunburn or friction rashes. Its active antioxidants such as vitamin A palmitate, vitamin E and panthenol (vitamin B5) prevent and protect the skin from aggressive free radicals and minimize the inflammation and aging that these can cause.

Hidraup has a natural, non-irritating composition and is suitable for all skin types. It can be applied anywhere on the face or body, even to the delicate eye and lip area. The product is extremely biocompatible and completely bio-assimilable.

Contraindications

Hidraup should not be used if you are sensitive or allergic to any of its ingredients or components.

How to use

Dispense enough Hidraup onto your fingertips to cover the area to be treated and apply to clean skin, preferably slightly damp, massaging it gently into the skin to encourage deep-down penetration and dispersal.

We recommend you use Hidraup once or twice a day, preferably at night and/or first thing in the morning.

To make optimum use of the product, we recommend that you read the Application tips at: enocosmetics.com

Observations

Hidraup is a serum that is very easy to apply and rapidly absorbed. It does not leave the skin greasy or overheated. If you combine it with other topical products, we recommend that you apply Hidraup last.

The initial effects of Hidraup are noticeable almost immediately and intensify over time.

The products created by Enoc Cosmetics have been developed to use in combination with each other to address different aspects of skin aging, depending on each individual's needs. We recommend that you always start by applying products that act on the skin at a deeper level, such as Riseup, Dermalift, Niace and Lipohyal, applying them in this same order and leaving Hidraup for last as its action is primarily intended for the most superficial layers of the skin.

Precautions

Keep in a cool, dry place away from direct light at a temperature of 15°C-25°C. Keep out of the reach of children. Close the container properly after each use. Once the container has been opened, we recommend you use the product within three months. Do not use this product after its use-by date.

Tips for better application and use of Hidraup

Apply on skin that is clean and preferably a little damp by gentle massaging until it is completely absorbed.

Remember that soaps and skin cleansers may be the reason why it is dry. It is advisable to use soft soaps or non-aggressive products such as micellar solutions.

Because Hidraup acts mainly in the more superficial layers of the skin, in cases of very dry and aged skin and to get a deeper, more powerful and rejuvenating, evident and strong moisturising effect, it is advisable to supplement its use with the prior application of other products with different active ingredients to hydrate, regenerate and rejuvenate the entities and structures of the deepest layers of the skin, such as the interstitial matrix, the various types of cells, blood vessels, etc.

Hidraup is best applied to skin wetted with water because like all products including liposomes it is in the external aqueous phase and needs to be surrounded by water to work properly.

Massage as physical assistance is always an important enhancer for all skin products and treatments and also essential for better functional and material use of them. It not only helps increase the deep penetration and diffusion of the product but also gives a more uniform and effective distribution of it on the skin.

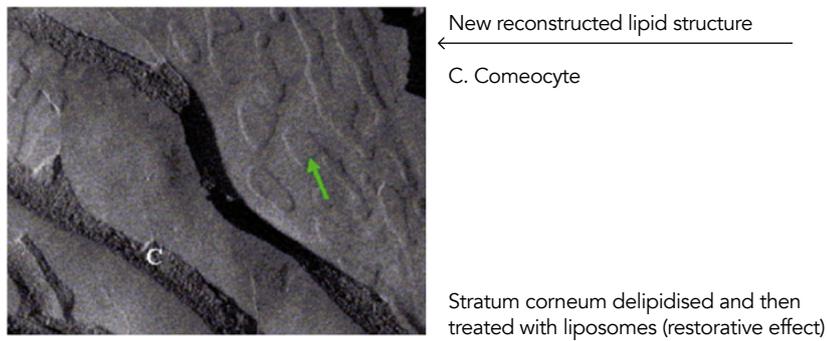
Technical explanation of Hidraup

Hidraup has been developed by Enoc Cosmetics to act in the most superficial levels of the skin, especially in the epidermis/stratum corneum where it performs its main role of moisturising.

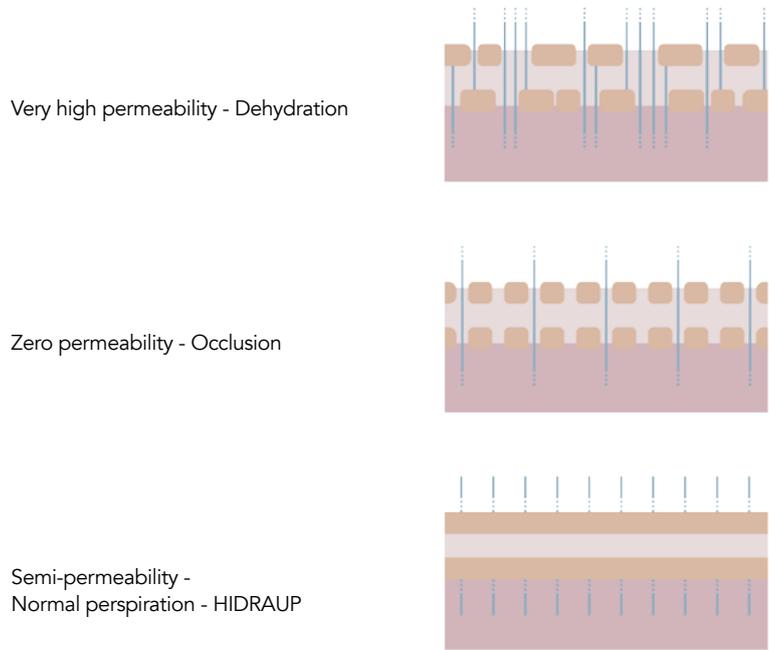
Unlike other products developed by Enoc Cosmetics which are intended to penetrate and act deeply, Hidraup has special features designed to act on

the most superficial part of the skin, releasing the active ingredients and fusing with the structures of these more superficial layers, mainly the stratum corneum and the superficial epidermis, to restructure them and improve their function, condition and general appearance. Hidraup has restorative action, restructuring the skin's "barrier" function to prevent excessive water loss while maintaining the skin's proper and necessary perspiration.

This is the result of the inclusion of liposomes with a blend of more permeable unsaturated and less permeable saturated lipids in the formulation of the same particle. Their great ability to fuse with the lipid structures of the stratum corneum gives them great power to regenerate these structures both morphologically and functionally.



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In addition to those mentioned above, other high permeability liposomes included in the formulation carry the active ingredients to the surface layers of the skin in order to improve their activity and effectiveness. These liposomes carry water along with substances that retain it such as urea, aloe vera, betaine, organic silicon and glycerol, and thus improve hydration of the skin's tissues and cells.

The formulation's balsamic, calming and soothing components such as allantoin, chamomile extract and tephrosia purpurea relieve the discomfort caused by dry skin and different kinds of attacks.

In turn the unsaturated phospholipids together with the vitamins A and E and panthenol present in the liposomal membrane are added to the cell membranes, thus protecting them from attacks by free radicals and regenerating and rejuvenating them.

Hyaluronic acid and xanthan gum have a film-forming surface tensing and in turn protecting effect.

Ingredients

Aqua. Alcohol. Betaine. Urea. Lecithin. Glycerin. Chamomilla recutita extract. Hydrogenated lecithin. Tephrosia purpurea seed extract. Allantoin. Methylsilanol mannuronate. Prunus amygdalus dulcis oil. Aloe barbadensis leaf extract. Hyaluronic acid. Panthenol. Lisoecithin. Xanthan gum. Tocopherol. Retinyl palmitate. Phenoxyethanol. Parfum.

30 ml dropper container
Topical skin use

Enoc Solutions, S.L.
C/ des Pescadors, 8, locals 1 y 2
07157 - Port d'Andratx
Illes Balears - España