

# ADVANCE SKIN'S HYDRATION CYCLE

**new** circular  
hydration  
serum



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## introduction

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Our skin needs consistent hydration to stay healthy. Exposed to our daily exposome, however, it's at constant risk of dehydration: our rapidly changing climate, busy lifestyles, and many other factors all deplete skin of critical hydration. We turn to topical skin treatments for help, but they're often unable to deliver what we need; in fact, many hydrating serums seem to evaporate into thin air the moment we apply them.

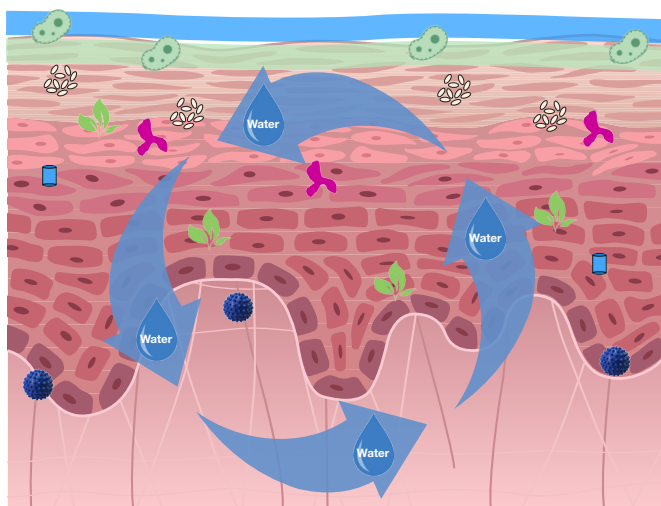
We need sustained hydration for healthy-looking skin. **Circular Hydration Serum** delivers just that: it immediately floods the skin with hydration and replenishes skin from within, all while also preventing future hydration evaporation.

# understanding skin's hydration cycle

When thinking about how to treat dehydrated skin, it's useful to think of skin hydration as a cycle. Skin can become dehydrated when its barrier is compromised and unable to retain enough water. When this happens, water flows in just one direction: from the dermis → the epidermis → and then into the atmosphere. In other words: water travels from skin's deepest layers up to its surface and is then lost to the atmosphere via Trans-Epidermal Water Loss (TEWL).

In order to effectively manage dehydration and maintain an optimal moisture balance, we want to balance water absorption and water evaporation – and we want to minimize the occurrence of excess hydration evaporation. To accomplish this, we need skin care products that **advance skin's hydration cycle** – minimizing TEWL while also replenishing skin's hydration, both topically and from within. Used in combination, the following ingredients can do an excellent job of creating a healthy, circular hydration flow for sustained skin hydration.

## actives that help to optimize skin's hydration cycle



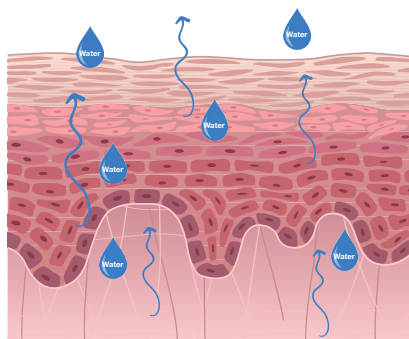
- **Polyglutamic acid (high molecular weight)** sits at skin's surface to create a film that minimizes water evaporation
  - **Calcium-rich algae extract + Rice amylopectin-infused moisturizing matrix** helps to support ceramide production and strengthen barrier function to lock in moisture for long-lasting hydration
  - **Hydrolyzed Rice Protein** stimulates filaggrin production to strengthen the barrier and lock in hydration
  - **Lactobacillus Ferment + Avena (Oat) Extract** helps to balance skin microbiome helping to stabilize skin barrier hydration
  - **Amino Acid blend** similar to skin's Natural Moisturizing Factor replenishes skin's hydration
  - **Hyaluronic Acid + organic Silicium** penetrates deeper into the skin up layers and delivers hyaluronic for a more hydrated and resilient skin
  - **Polyglutamic acid (low molecular weight)** penetrate the skin and stimulates hyaluronic acid production moisturizing skin from within.
  - **Plant-Derived Sugars** stimulates glycosaminoglycans production to replenish skin's water reservoir
- Lock in hydration & barrier protection**
- Deliver natural hydration**
- Stimulate hydration from within**

## how skin becomes hydrated – and dehydrated

When skin is optimally hydrated, it appears smooth and plump. It also has a well-functioning barrier, which protects the skin from dehydration and associated redness and irritation. We typically think of skin's hydration as coming from topically applied products – but dietary sources and the water we drink throughout the day also have a significant impact on skin's hydration.

When thinking about how skin loses hydration, it's important to not underestimate the impact of our increasingly busy lifestyles. Environmental factors, stress, and even the weather can significantly deplete skin's hydration reserves.

As an example: one of the key processes that contributes to skin dehydration is Trans-Epidermal Water Loss (TEWL), which is the evaporation of water from skin's surface. Skin can lose up to half a liter of hydration through TEWL each day!



## dehydration process

Without appropriate moisturization, water is lost from the skin through a unidirectional flow of water that travels from the dermis, to the epidermis and finally to the atmosphere (transepidermal water loss - TEWL).

When the skin barrier is compromised by external elements such as the sun or pollutants in the air, more water can be leached from the skin, creating dryness and discomfort.



## Common causes of hydration loss include:

- Alkaline cleansers that strip skin of its natural moisture
- Incorrect product use such as over-exfoliating, over-cleansing, or not properly moisturizing skin
- A lack of environmental moisture (typically a dry climate with low humidity)
- Certain medications, diet, or low water intake
- The natural skin aging process, which depletes skin's natural lipids and its ability to hold on to hydration

As we can see, hydration loss has many sources. Neglecting to replace the skin hydration we lose on a daily basis can lead to dehydrated skin, a compromised barrier, and eventual skin sensitivity.

## recognizing dehydrated skin

One of the hallmarks of dehydrated skin is a tight, dry feeling – particularly after cleansing. Clients with dehydrated skin will often also experience visible flakiness with fine, crepey lines. Oiliness can also be a sign of dehydration: when skin lacks adequate water, it may over-produce sebum in an attempt to compensate for the lack of hydration. This presents as oiliness or comedones along with a dry or flaky-looking appearance.

It's also important to consider the role of the skin's lipid barrier when treating skin dehydration. Dehydration can damage the lipid barrier, causing skin to become vulnerable to environmental irritants; this results in redness, burning, itching, and irritation. The solution to a damaged barrier is providing continual hydration to keep skin dehydration at bay. This can effectively be achieved by using an advanced daily hydrating serum along with a moisturizer. Diligent, daily hydration – even when skin isn't feeling thirsty – will prevent future dehydration and a compromised barrier.

## treating dehydrated skin

When combating skin dehydration an excellent strategy is to use skincare products with multiple actives that work together to:

1. lock in hydration and promote barrier protection
2. deliver natural hydration
3. stimulate hydration from within

Here is how we can accomplish this:

### 1. lock in hydration and promote barrier protection

**Polyglutamic Acid (with high molecular size)** sits on top of the skin creating a film that minimizes water evaporation.

**Calcium-rich Algae + Rice Amylopectin** form a moisturizing matrix that immediately binds water on skin's surface and also stimulates ceramide production to strengthen the barrier.

**Hydrolyzed Rice Protein** stimulates skin's filaggrin production to strengthen epidermal corneocytes for a stronger barrier and sustained hydration over time.

**Lactobacillus Ferment + Avena Sativa**, a blend that will balance skin's microbiome for a healthier barrier so the skin is healthy and able to hold water.

Once we have ingredients that help to minimize water evaporation from the surface of the skin, we need other ingredients that will replenish the skin with moisturizing molecules as well as deliver hydration from within:

### 2. deliver natural hydration

**Amino acid** blend is rich in molecules that are similar to the skin's NMF – Natural Moisturizing Factors – which are highly efficient humectants that attract and bind water from the atmosphere, drawing it into the corneocytes. This process can occur even at a relative humidity as low as 50 percent, allowing the corneocytes to maintain an adequate level of water in low-humidity environments.

**Hyaluronic Acid + organic Silicium** blend that can easily penetrate into the skin and deliver Hyaluronic Acid in deep skin layers for a more resilient and hydrated skin.

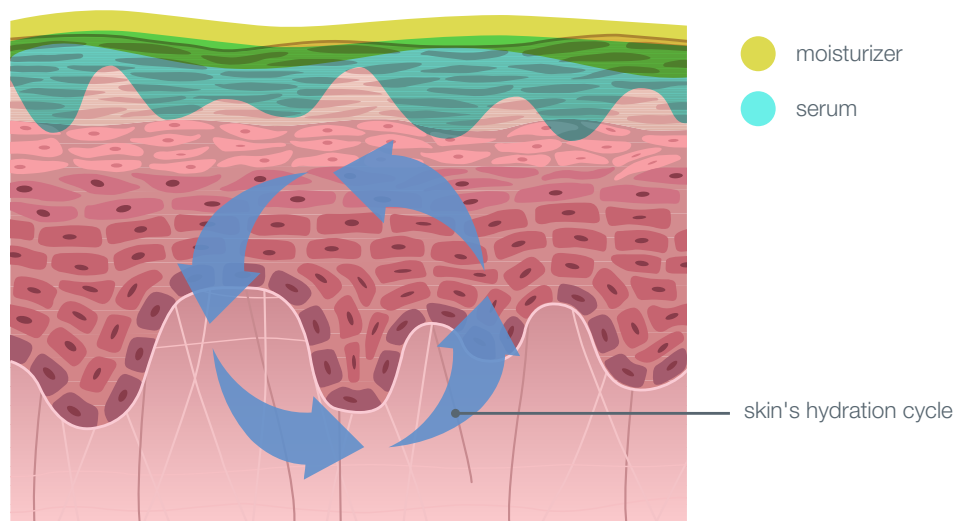
### 3. stimulate hydration from within

This process will stimulate our own moisturizing molecules with the combination of: **Low molecular weight Polyglutamic Acid** which improves water reserves by stimulating the production of Hyaluronic Acid and NMF which has powerful moisturizing benefits and promotes long lasting hydration combined with **Plant-Derived Sugars** that stimulate the production of glycosaminoglycans, which improve water dermal reservoirs.

### why use a hydrating serum + moisturizer?

Clients are likely to ask: if I'm already using a moisturizer, why do I need a hydrating serum? When answering this question, recall the Trans-Epidermal Water Loss that occurs as part of skin's hydration cycle.

**Circular Hydration Serum** is formulated to deliver and 'seal in' optimal hydration at multiple levels within skin's surface. Moisturizers' comparatively heavier formulas sit on top of the skin, forming a complementary barrier that helps keep in hydration and moisture.



### dry vs dehydrated skin: what's the difference?

Though the two terms are often used interchangeably – and can have similar symptoms – it is important to understand the difference between dry and dehydrated skin.

- Dry skin is a skin type that inherently lacks an adequate amount of lipids and sebum. Clients with dry skin need to regularly moisturize with nourishing, oil-rich products to help replenish their skin's natural lipids.
- Dehydrated skin, on the other hand, is a temporary condition that can affect anyone at any time. Clients with dehydrated skin are lacking hydration (water) in the skin. This can be remedied with regular application of water-based, humectant products that help to replenish skin's hydration reserves.



## circular hydration serum at a glance

### what it is

Long-lasting serum immediately floods skin with hydration, replenishes from within, and helps prevent future hydration evaporation.

### why your clients need it

Circular Hydration Serum advances skin's hydration cycle – delivering sustained hydration, replenishing skin from within, and preventing future hydration evaporation.

### skin condition

All skin conditions, especially skin experiencing dehydration.

### benefits

- **Immediately hydrates** to quench dehydrated skin
- **Delivers long-lasting hydration** to help prevent future dehydration
- **Replenishes** skin from within

### key ingredients

- **Polyglutamic Acid (with high and low molecular sizes)** from fermented Soy sits on top of the skin forming a moisturizing film and replenishes skin's hydration reserves from within.

- Calcium-rich **Algae Extract-infused moisturizing matrix + Rice Amylopectin** delivers quick and long-lasting hydration.
- **Hydrolyzed Rice Protein** strengthen skin barrier for prolonged hydration.
- **Lactobacillus Ferment + Avena Extract** help to balance skin's microbiome.
- **Amino acids** similar to those naturally present in the skin trap water on skin's surface to help prevent future hydration evaporation.
- **Hyaluronic Acid + organic Silicium** penetrate skin's surface for deep hydration and more resilient and hydrated skin.
- **Plant-derived sugars** are powerful humectants for long-lasting hydration.

### application

Smooth over cleansed face and neck morning and night after toning and before moisturizing.

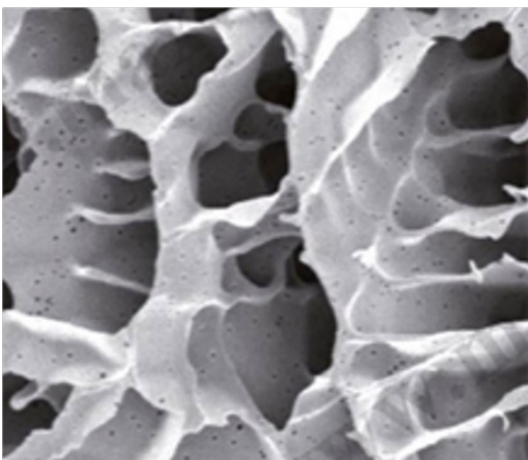


## behind the bottle: key ingredients

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### **Polyglutamic Acid**

This formula contains both high and low molecular weights of **Polyglutamic Acid** from fermented Soybean. The high molecular weight is a larger size and sits on top of the skin, creating a barrier that prevents water from evaporating out. The low molecular size penetrates the stratum corneum, helping to stimulate hydration from within.



*Structure of the Algae Extract-infused moisturizing matrix*

### **Algae Extract-infused moisturizing matrix**

Calcium-rich **Algae Extract** derived from the coralline algae *Lithothamnion calcareum* is combined with **Rice Amylopectin** to form a moisturizing matrix that binds water to the skin for both immediate and long-lasting hydration.

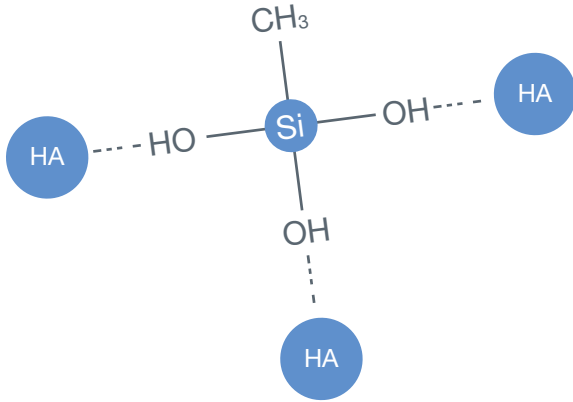
### **Hydrolyzed Rice Protein**

Strengthens epidermal corneocytes for a stronger barrier and sustained hydration over time for firmer, more resilient skin.

### **Lactobacillus Ferment + Avena (Oat) Extract**

Obtained via biotechnology, this complex helps to stabilize skin's barrier and balance its microbiome so the skin is healthy and able to hold water.

A blend of moisturizing **amino acids** – hygroscopic molecules similar to skin's NMF (Natural Moisturizing Factor) – trap water on skin's surface to help prevent future hydration evaporation.



*Hyaluronic Acid and Silicium complex*

### **Hyaluronic Acid + organic Silicium**

An advanced technology combines low molecular size

**Hyaluronic Acid** – which can easily penetrate skin's surface layers – with **organic Silicium**, a mineral which has a high affinity to the skin. This combination helps enhance penetration into the stratum corneum, promoting skin resilience and deep hydration.

### **Plant-Derived Sugars**

Derived from Glucose and Xylitol, **plant-derived sugars** improve skin's water reserves for long-lasting hydration.

Hydration will always attempt to evaporate from the dermis → epidermis → atmosphere – but the action of the

above ingredients will lock in hydration and barrier protection; deliver natural hydration; hydration from within. Rather, hydration is redirected back to the skin – **creating a circular hydration cycle within the skin**. The end result is immediate and long-lasting hydration and healthy-looking, nourished skin that is smooth and plump.



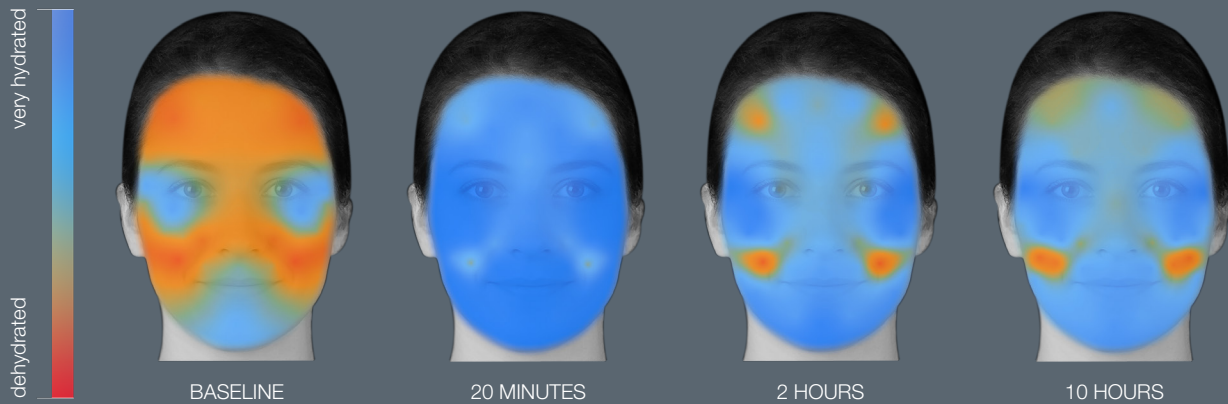
# clinical results

## NEW CIRCULAR HYDRATION SERUM

advance skin's  
hydration cycle



deeply hydrates skin for **10+ hours** and  
increases hydration levels over time



### dermalogica

Independent clinical test, 30 subjects, 2 applications/day for 28 days. Hydration measurements taken via corneometer before application and at 20 minutes, 2 hours, and 10 hours.



# professional skin treatments

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## pro bright skin treatment

This high-intensity, 3-phase skin treatment boosts absorption of highly effective brightening actives, addresses dark spots and reduces uneven pigmentation to reveal brighter, smoother, more hydrated skin.

### key benefits:

- Hydrates dull, uneven skin tone
- Brightens skin
- Reduces the appearance of dark spots

### protocol:

To learn more about Pro Bright, please reach out to your local Training Center for further details.



# FAQs

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## **Is this product suitable for both dry and dehydrated skin?**

Circular Hydration Serum supports dehydrated skin with daily hydration and can also help to ease the dehydration that occurs along with dry skin. Advise your dry-skin clients to also use products specifically formulated to address dry skin, like Intensive Moisture Cleanser, Intensive Moisture Balance, and Melting Moisture Masque.

## **What's the difference between this product and Skin Hydrating Booster?**

Skin Hydrating Booster was an excellent formula for combating dehydrated skin. The innovative ingredient technologies in Circular Hydration Serum, however, take hydration to a new level – delivering immediate hydration while also nourishing the skin to help prevent future dehydration.

## **Can this product be used in conjunction with other targeted treatments?**

Absolutely! All Dermalogica serums can be layered or used in conjunction with other targeted treatments, allowing clients to create a regimen that works for their unique skin concerns. Serums are our key 'problem solvers,' and are indispensable to every skin care regimen.

## **Should my clients continue to use their daily moisturizer in conjunction with this product?**

Yes; Circular Hydration Serum is formulated to work with a daily moisturizer for optimal skin hydration. Hydrating serums are formulated to deliver optimal hydration into skin's layers; moisturizers, in turn, seal in the benefits of serums and other targeted treatments while supporting skin's barrier. Moisturizers are a cornerstone of any skin care routine, as they help to nourish, seal in active ingredients, and protect skin from environmental irritants.

## **Is Circular Hydration Serum safe to use around the eye area?**

Yes. You can use this formula anywhere you would use your daily moisturizer.