

# Hydrating Moisturizer

This silky, lightweight gel-cream hydrates, protects, renews and smooths. Refillable packaging helps save money and reduces waste.

Item #: 403842, Refill-403843

Included in: Essentials Skin Care Set-2320, Complete Skin Care Set-2321

50 ml / 1.69 fl. oz.



## The problem

Dry, dull skin is not a good look. But environmental stressors like wind, sun and air pollution can take their toll, leaving your skin looking flat and tired. You've tried some facial moisturizers, but their thick oiliness just isn't right for you. Plus, they're expensive and you're not 100% sure what's even in them.

## Norwex solution

Our Hydrating Moisturizer provides non-greasy, nourishing moisture for a natural, healthy glow. Activated glacial water provides intense hydration, and potent probiotics strengthen skin's natural moisture barrier. True to our Norwegian roots, Nordic, plant-based antioxidants guard against daily environmental stressors. Plus, the refillable packaging is easier on the environment as well as your budget.

## Why it's safer

- Our Nordic antioxidant blend nourishes and helps detoxify skin, removing free radicals and pollutants while protecting skin from daily environmental stressors
- USDA certified 85% biobased content from plants and other renewable sources
- Dermatologist-tested for allergy and irritancy

## Formulated without

- Parabens • Phthalates • Gluten • Synthetic dyes and fragrances

## What your Customers will love

- Silky gel-cream provides a premium experience to indulge your skin
- Amino acids help maintain hydration levels and moisture barrier
- Recommended for all skin types
- Leaves skin firmer, smoother, younger-looking
- Instead of discarding the cranberry seeds removed during harvest, they're pressed to yield a nourishing, antioxidant-rich oil
- 30% PCR content, of which 100% is OceanBound Plastic
- Airless pump reduces product waste

- Easily pop in a refill and reuse the glass bottle and pump
- Refillable packaging saves money and means less waste in the environment
- Yields approximately 250 pumps per container
- Not tested on animals
- Vegan (absolutely no animal-derived products)
- Available as part of our money-saving sets
- Available in our AutoShip & Save program

## How to use

- Apply liberally morning and night. Massage onto face, neck and décolletage in upward strokes. Massage any remainder onto tops of hands to help keep them younger-looking too.

## How to refill

- Keep pump and glass bottle to refill. Gently twist off pump and replace refill cartridge.

## Results you can see

In an independent consumer study of 25 women, after one week of use:

- 96% agreed the product instantly hydrates their skin
- 94% agreed it provides long-lasting hydration
- 90% agreed it left skin looking renewed, with a more youthful appearance
- 98% agreed it provides a cooling/soothing/refreshed feeling
- 94% agreed the moisturizer soothes dry skin and visibly reduces dry patches

After four weeks of use:

- 90% noticed their skin looked brighter and more radiant
- 90% noticed their skin felt softer, smoother and firmer
- 94% agreed the product calmed and soothed their face
- 86% saw an improvement in facial skin tone

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# Hydrating Moisturizer (cont.)

## Key ingredients

**Glacial Water:** Ultra-pure, intensely hydrating and rich in mineral trace elements

**Cranberry Seed Oil:** Calms skin while helping to strengthen its protective barrier

**Nordic Antioxidant Complex:** Skin-stabilizing oils of organic cloudberry, lingonberry and sea buckthorn absorb quickly to provide antioxidant benefits. Vitamin C helps energize dull complexions. Antioxidants and essential fatty acids protect the skin while helping to improve the skin's appearance, reduce the appearance of fine lines and wrinkles, and lock in moisture, leaving skin hydrated, plump and supple.

**Honey Locust (Gleditsia Triacanthos Seed Extract):** Minimizes the appearance of wrinkles and under-eye bags, smoothing the skin for a filter-like look

**Sodium Hyaluronate and Amino Acid Blend:** Provides instant hydration to thirsty skin; helps skin appear more youthful and supple

**Aloe Leaf Juice:** Helps hydrate, soothe and calm skin and improves its appearance

**Vitamin E (Tocopherol):** Supports skin with antioxidant protection

**Lactic Acid:** Helps remove dead skin cells and soften the appearance of fine lines

**Adenosine:** Supports skin health as it soothes and restores. Often used in Korean skin care, it gives you a smoother, more youthful-looking complexion.

**Probiotic (Lactobacillus Ferment Lysate):** This skin-loving probiotic extract helps to reinvigorate and renew skin tone with increased hydration. Protects the skin's microbiome from external factors and keeps it balanced and renewed.

## Ingredients

Aqua/Water/Eau, Propanediol, Glycerin, Vitis Vinifera (Grape) Seed Oil, Cetearyl Oliviate, Sodium Hyaluronate, Lactobacillus Ferment Lysate, Saccharomyces Lysate Extract, Adenosine Triphosphate, Phospholipids, Serine, Trehalose, Vaccinium Macrocarpon (Cranberry) Seed Oil, Hippophae Rhamnoides (Sea Buckthorn) Oil, Linum Usitatissimum (Linseed) Seed Oil, Ribes Nigrum (Black Currant) Seed Oil, Rubus Chamaemorus (Cloudberry) Seed Oil, Sambucus Nigra (Elderberry) Seed Oil, Vaccinium Vitis-Idaea (Lingonberry) Seed Oil, Aloe Barbadensis (Aloe Vera) Leaf Juice, Tocopherol, Tocopheryl Acetate (Vitamin E), Pullulan, Gleditsia Triacanthos (Honey Locust) Seed Extract, Dicaprylyl Carbonate, Hydrogenated Ethylhexyl Oliviate, Sorbitan Oliviate, Urea, Leuconostoc/Radish Root Ferment Filtrate, Hydrogenated Olive Oil Unsaponifiables, Pentylene Glycol, Glycine Soja (Soybean) Oil, Algin, Glyceryl Polyacrylate, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Tapioca Starch, Caprylyl Glycol, Hydroxyacetophenone, 1-2-Hexanediol, Lactic Acid, Sodium Benzoate, Disodium Phosphate, Potassium Phosphate

Contains nut-derived ingredients (palm nut).

## Demo tips

- Share your own results of using the product with guests. Or, if your Host has used the product prior to the party, have her share her story.
- Share with guests how the refillable packaging helps reduce waste and that by placing the refill packet on AutoShip & Save they can save money, too!
- Remind guests of the core steps of any regimen: Cleanse, moisturize, treat and protect. While a variety of factors determine the needs of any individual, the most benefit comes from daily attention to these four areas.
- Mention Norwex's focus on clean beauty. Point out that these products enhance your skin with targeted treatments inspired by a rich heritage of Norwegian purity and health. Natural ingredients honor your skin's unique microbiome as they hydrate, nourish and balance.

## Did you know

- The amount of end-of-life plastic packaging, which includes bottles, jars, bags and "other," surrounding U.S. products has increased by over 120 times since 1960. In 2018, in the U.S. alone, almost 7.9 billion units of rigid plastic were created just for beauty and personal care products, according to Euromonitor International.  
<https://www.allure.com/story/beauty-industry-packaging-waste>
- In Canada, roughly 773 million plastic beauty or personal care containers end up in landfills every year  
<https://sustainablebiz.ca/terracycle-holt-renfrew-launch-beauty-package-recycling-program#:~:text=773%20million%20beauty%20product%20containers,%2C%20lipsticks%2C%20mascara%20and%20more.>
- We're reducing our collective carbon footprint by helping everyone reduce waste at home. Our refillable skin care products allow you to easily pop in a refill of your favorite product without tossing the whole bottle, reducing landfill load which is better for the environment. Our goal—helping you live cleaner, safer, better and more beautifully!

## Complementary products

- Cleansing Facial Powder
- Renewing Eye Cream
- Complete Skin Care Set
- Protect + Prevent Mineral Facial Sunscreen
- Dual-Sided Makeup Removers
- Rejuvenating Serum
- Illuminating Oil
- Essentials Skin Care Set