



Hydrating Moisturizer

Hydrates, protects, renews and smooths



Benefit

Our Nordic antioxidant blend nourishes and helps detoxify skin, removing free radicals and pollutants.

Why be concerned about the effect of free radicals and pollutants? Free radicals are atoms that are missing an electron and attack healthy cells to steal an electron. This can set off a process called oxidative stress.

Benefit

Helps maintain skin's moisture barrier.

What is a moisture barrier? And why is it important to maintain? The skin is the largest and one of the most important organs in the body. The outer layer, called the stratum corneum, provides a moisture barrier made up of corneocytes, which are packed together with lipids or fats. Inside these cells is cholesterol, fatty acids and ceramides, all of which create a protective wall that keeps your insides in!

The skin is constantly under threat from sun exposure, pollutants, irritants, harsh chemicals, over washing, free radicals and more. Using daily skin care that's gentle and supportive to the moisture barrier helps protect and preserve the health of this important organ.

Benefit

Glacial water, naturally filtered through crystal rocks, provides intense hydration.

Why is glacial water superior? And how is it sourced?

Originating in the mountains of Monte Rosa between Switzerland and Italy, the glacial water sourced for our products is collected from a spring; no glaciers are melted during harvesting. Water is collected from the natural spring runoff, similar to the "spring waters" bottled for consumption around the world. The rocky riverbed filters and preserves the water, making it microbiologically pure.

Benefit

Skin-loving probiotics help balance and protect the skin's microbiome.

What is the microbiome? And why does it need to be balanced? The skin is home to a microscopic community of organisms that act as a shield against external factors like pollution and harsh cleansers. This is known as your microbiome; if it's compromised, it can lead to dryness and irritation. Pre- and probiotics help protect the skin's microbiome from external factors and keep it balanced.

Benefit

Airless pump preserves ingredients and reduces product waste.

What are the advantages of an airless pump? How does it work? Without exposure to the air, the product inside is less prone to degrade so it lasts longer. Plus, the airless pump ensures every last bit of product is removed from the bottle, thereby eliminating waste.

Benefit

Silky gel-cream formulation provides a premium, luxurious experience.

How did Norwex create an effective gel-cream formula?

It's challenging to formulate a cream that feels great without including any nasties. Some eco-friendly products may be great for the environment, but don't deliver results. Our Product Development team worked tirelessly in the lab to combine just the right ingredients, at precise concentrations, to provide a smooth and silky feel that nourishes and feels luxurious.

Continued on page 2.

BENEFITS OF Hydrating Moisturizer

Benefit

Sodium hyaluronate (extracted from hyaluronic acid) occurs in the body naturally and helps impart a youthful, supple look.

How does sodium hyaluronate work?

Sodium hyaluronate is a humectant that helps the skin attract and lock in moisture.

Benefit

Amino acids help maintain hydration levels and moisture barrier.

What are amino acids? And how do they benefit skin?

Amino acids are the building blocks for proteins. Proteins are important components of the top layers of the skin and aid in skin moisturization and moisture retention.

Benefit

Adenosine, often used in Korean skin care, helps restore skin, giving you a smoother, more youthful-looking complexion.

How does Adenosine work? Adenosine supports skin health thanks to its soothing, skin-restoring and skin-energizing properties.

Benefit

Instead of being discarded after harvest, cranberry seeds are repurposed to yield a nourishing, antioxidant-rich oil.

How are upcycled ingredients good for the environment? And how do cranberry seeds benefit skin?

Upcycled ingredients are a creative way to use materials that would otherwise end up in the industrial waste stream. In the case of cranberry seeds, they're usually discarded during the production of cranberry juice and other cranberry products. Within the cranberry seed is an oil with a perfect balance of omega 3, 6 and 9 that moisturizes, provides skin radiance and acts as an antioxidant to support the skin.

Benefit

Refillable packaging means less waste in the environment – and saves money.

How is Norwex packaging environmentally friendly? 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.

Benefit

Norwex skin care products are biobased.

What makes a product biobased? And why is that important?

Biobased looks at the amount of "new" organic carbon versus "old" organic carbon. New organic carbon comes from plants and other biologic processes (like fermentation), which are renewable. Old organic carbon is from petroleum or coal and other non-renewable resources. The objective of biobased plants is to use renewable resources, like corn, sugar and other plants, to make products instead of non-renewables.

The biobased content is measured using a test method (ASTM D6866) which can accurately identify how much of the carbon content in the product is from renewable sources. This percentage does not include the water, or other inorganic materials, in the percentage. Norwex is passionate about biobased, as using biobased ingredients promotes cleaner, safer, renewable plant- and agricultural-based materials to replace petroleum. Moving away from petroleum reduces greenhouse gases while creating economic opportunity for farmers.

For further explanation, please contact the Consultant Care Center.