

Press Release

Steinhausen, August 1, 2014

Unique Deep Moisturizing Cream with Hydro-Gain™ and SLM Skin Lipid Matrix™ – Interactive Formulation Lab at in-Cosmetics Asia

Lipoid Kosmetik AG is going to demonstrate its new formulation “Unique Deep Moisturizing Cream” during a live lab-presentation at in-Cosmetics Asia 2014 in Bangkok. The new formulation is a synergistic combination of the high performing moisturizing active Hydro-Gain™ with the SLM Skin Lipid Matrix™ technology, creating a highly skin protective and moisturizing end formulation which is very similar to the natural skin barrier. The practical formulation training session will be held on Wednesday, November 5, 2014 at 12.45 pm.

Hydro-Gain™

Hydro-Gain™ is a 100% natural, high performing active based on extracts from plants naturally exposed to extreme climatic conditions. The unique combination of birch bark extract and barbary fig seed oil provides powerful hydration to the skin via 3 synergistic pathways. The excellent hydrating properties of Hydro-Gain™ have successfully been demonstrated in two *in-vivo* studies, proving a superior moisturizing efficacy in direct comparison to relevant benchmarks.

SLM Skin Lipid Matrix™

Lipoid Kosmetik's SLM technology is based on skin-identical lipids that mimic lamellar structures of the skin membrane. By providing these lipids to the skin, SLM Skin Lipid Matrix™ can regenerate the skin lipid barrier and restore its natural moisture balance and protective function.

About Lipoid Kosmetik AG

Lipoid Kosmetik is a leading manufacturer of high-quality botanical extracts and phospholipids for the cosmetic and personal care industry. Specialized in research and development of innovative botanical actives and natural additives, our company offers a broad portfolio of functional ingredients, extracts and delivery systems based on phospholipids. More information about the range of products offered by Lipoid Kosmetik can be found at www.lipoid-kosmetik.com.

Visitors of in-Cosmetics Asia 2014 in Bangkok will find Lipoid Kosmetik at stand G67.

Media Contact

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