

# FACT SHEET

## Hydration

As we age, our skin's ability to self-moisturise is diminished. This is an intrinsic ageing process (meaning it will happen irrespective of environmental factors), but excessive sun exposure can also accelerate moisture loss.

Dry skin is characterized by a lack of intercellular lipids, natural skin oils that sit in the intercellular spaces of the epidermis. These lipids make skin feel smooth and soft. They also perform a vital protective function, preventing bacteria, viruses and environmental chemicals from working their way into the spaces between skin cells. When intercellular lipids are diminished, skin can more easily become irritated, and feel "tight" or inflamed.

Moisturisers rich in Intracellular Lipids (eg. ceramides, cholesterol and triglycerides), Natural Moisturising Factors (eg. lactic acid, sodium lactate and glycerin) and Sterols (eg. lanolin) supplement the skin's own moisturisers that are depleted by sun and intrinsic ageing.

Daily use of cosmeceutical vitamins and minerals helps to restore the skin's moisture balance, alleviating feelings of sensitivity, tightness and dryness. Vitamin E is an excellent moisture binder, while Vitamin B3 (niacinamide) can be used to calm inflammation caused by dryness. People who are prone to dry skin should be careful to avoid detergent-based or foaming cleansers, which strip the skin's lipid layer leaving the skin dry and exposed.

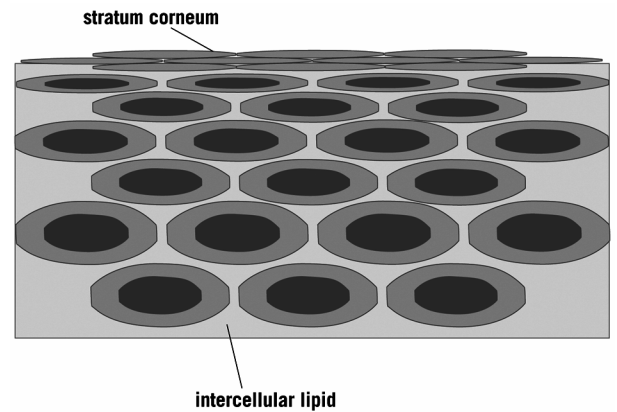


Fig 1. Conceptual diagram of intercellular lipids between skin cells.

## Our T<sub>x</sub> for Hydration

<b>DAY</b>	<ol style="list-style-type: none"> <li>1. Rationale Preparatory Cleanser</li> <li>2. Rationale Niacinamide Serum</li> <li>3. Rationale Rejuvenating Serum</li> <li>4. Rationale Enriched Hydration or Moisture+</li> <li>5. Rationale Daily Dose SPF 25</li> </ol>	
<b>NIGHT</b>	<ol style="list-style-type: none"> <li>1. Rationale Preparatory Cleanser</li> <li>2. Rationale Retinaldehyde Serum</li> <li>3. Rationale Skin Refining Serum</li> <li>4. Rationale Enriched Hydration or Moisture+</li> </ol>	
<b>WEEKLY MONTHLY</b>	<ol style="list-style-type: none"> <li>1. Procedure microPeel</li> <li>2. Procedure Customised Peels</li> </ol>	