

Moisturizing is an essential component to any skin care regimen

Facial moisturizers are an important part of a daily skin care regimen. Depending on the formulation, moisturizers may help¹²:

- Prevent dry skin
- Soothe sensitive skin
- Improve the appearance of skin smoothness and texture

Most moisturizers work by holding water in the top layer of skin and forming a temporary barrier to help prevent moisture from escaping through the skin's surface.¹²

Because everyone's skin is different, be sure to ask your physician about the best moisturizer suited for your skin type and condition.¹²

For best results, use a moisturizer daily

Obagi Hydrate and Obagi Hydrate Luxe are dermatologist tested and are:^{13,14}

- Non-irritating
- Non-sensitizing
- Hypoallergenic
- Non-comedogenic



To purchase Obagi Hydrate and Obagi Hydrate Luxe, talk to your physician today.

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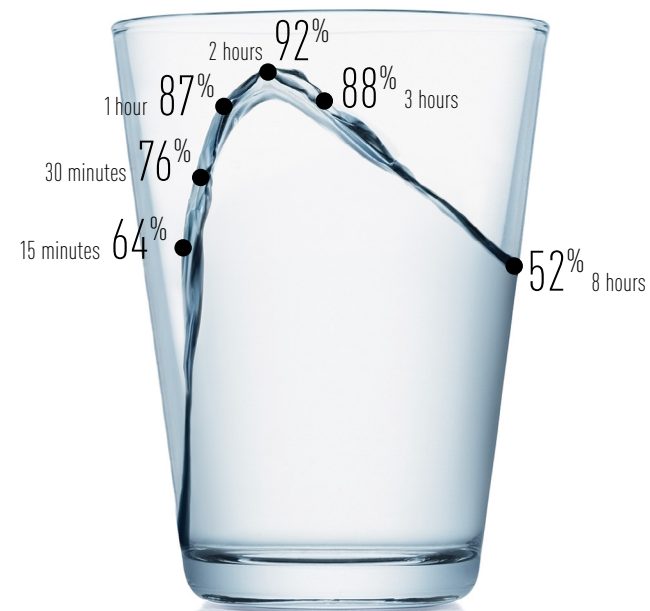
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OBAGI HYDRATE®



Corneometer scores (% change in skin moisture during treatment)^{1,*}

Long-lasting facial moisturizers that really hold water



*Improvements observed at each time point were statistically significant ($P < .001$) as compared to before treatment.

Obagi Hydrate Facial Moisturizer provides rapid and all-day moisturization

- Works quickly: **92%** improvement in moisture content of the skin within 2 hours¹
- Lasting effects: **51%** decrease in water loss after 8 hours¹



Appropriate for all skin types^{1,2}

Obagi Hydrate with 2-in-1 moisturizing action²

- Reduces water loss at the skin's surface
- Continuously releases moisturizing ingredients within the skin
- Helps to enhance skin smoothness

Obagi Hydrate Luxe[®] is specifically engineered for overnight, ultra-rich moisturization

During the night, skin increases its renewal and metabolic functions³⁻⁸

- Essential skin care ingredients include those that capture and retain moisture
- Contains peptides designed to complement the body's natural biorhythms for healthier-looking skin⁹



Obagi Hydrate Luxe has all the benefits of Obagi Hydrate, plus powerful ingredients that work while you sleep, for long-lasting moisturization and a rejuvenated-looking complexion.^{9,10}

Obagi Hydrate Luxe key peptides⁹

- Reduce the appearance of fine lines and wrinkles in mature skin
- Improve the appearance of skin firmness
- Help the look of skin fragility
- Complement the skin's natural biorhythms
- Support replenishment while you sleep

Obagi Hydrate Luxe is effective and cosmetically elegant

- Saturates skin with moisture
- Softens dry skin
- Promotes skin radiance
- Luxurious, balm-like texture
- Comforting scent

A consumer survey of more than 30 responders showed users prefer Obagi Hydrate Luxe¹¹

- **87%** would recommend Obagi Hydrate Luxe to a friend
- **81%** would purchase Obagi Hydrate Luxe
- **74%** prefer Obagi Hydrate Luxe over their current nighttime moisturizer

A majority of users saw improvements in the look of fine lines, firmness, skin texture, skin radiance and hydration¹¹