

## Even more sparkling, even more fresh - HYDRACTIN® gets a new face

### Moisture & Energy

HYDRACTIN® optimises the water balance of the epidermis. Three components ensure added moisture and natural energy: the vitalising cell factor ATP, film-forming Algin from sea algae and fruity Papaya extract containing the enzyme Papain.



Dear reader

“Variety is the spice of life” thought the RAHN team - so they have given the popular moisturiser HYDRACTIN® a new look.

This active ingredient appears with its freshly redesigned outfit, to exude even more moisture and energy.

But we haven't stopped there, because in addition we also want to present you a new formulation containing HYDRACTIN®. Have you started thinking about snowy landscapes and cosy nights in front of an open fire yet? It's time you did, because winter is not far away. The cold and central heating dry the skin out. To stop this happening, our RAHN application lab has developed a Moisture Energising Cream. This cream gel is very rich and a perfect daily skin care in cold temperatures.

It provides dry skin with an extra boost of energy and moisture.

Happy reading!

Yours sincerely

the RAHN-team

### The HYDRACTIN® moisture concepts

HYDRACTIN® optimises the water balance of the epidermis. The natural energy building block ATP stimulates the cell metabolism of the skin. It is essential for the maintenance of the osmotic equilibrium in the epidermis. Algin, a water-retaining polysaccharide from sea algae, forms a hydrofilm on the skin and reduces transepidermal water loss. The enzyme Papain from the tropical fruit Papaya removes old skin cells and encourages regeneration. HYDRACTIN® thus ensures a fresher appearance and boosts moisture and natural energy.

### Application and dosage

HYDRACTIN® is water soluble. The active agent is suitable for use in moisturising skin care for the face and body. We recommend a concentration for use of 2 – 8%.

### Confirmed efficacy

- ☒ Immediate improvement in skin moisture: up to + 38% after one hour (*in-vivo*-study)
- ☒ Long lasting improvement in skin moisture: + 14% after 28 days (*in-vivo*-study)

### INCI

Glycerin, Aqua, Disodium Adenosine Triphosphate, Carica Papaya Fruit Extract, Algin

### Claims

- ☒ Provides dry skin with extra energy and moisture
- ☒ Immediate and lasting skin moisturisation
- ☒ Provides moisture and energy
- ☒ Protects the skin against dehydration
- ☒ The energy and moisture complex for optimally cared-for skin

- ☒ Stores moisture in the skin and ensures essential energy
- ☒ Sparkling energy and fresh moisture
- ☒ A combination of fruity Papaya extract, moisturising Algin and the energy building block ATP

### New Formulation

Phase	Substance	INCI Name EU	Pos.	(w/w)
A	Water demin.	Aqua	1	72.30
B	Carbopol Ultrez-10	Carbomer	2	0.15
	Carbopol Ultrez-20	Acrylates/C10-30 Alkyl Acrylate Crosspolymer	2	0.15
C	Sisterna SP30-C	Sucrose Distearate	3	3.00
	Sisterna SP70-C	Sucrose Stearate	3	1.00
	Cetiol OE	Dicaprylyl Ether	4	2.00
	Cetiol SN	Cetearyl Isononanoate	4	7.00
	Cegesoft C24	Ethylhexyl Palmitate	4	7.00
	Euxyl PE 9010	Phenoxyethanol, Ethylhexylglycerin	5	1.00
	Keltrol CG-SFT	Xanthan Gum	8	0.20
D	L-Arginine solution 10%	Arginine, Aqua	1	3.00
E	Perfume Sensual	Parfum	6	0.20
F	HYDRACTIN®	Glycerin, Aqua, Disodium Adenosine Triphosphate, Carica Papaya Fruit Extract Algin	7	3.00

### Production

- Add B to A while stirring, heat to 70°C
- Mix C, heat to 70°C
- Add C to A/B while stirring, homogenize
- Cool to 40°C while stirring
- Add the remaining ingredients separately while stirring, homogenize
- Cool to 25°C while stirring

**Interested? Send us an email to [Cosmetics@rahn-group.com](mailto:Cosmetics@rahn-group.com)**



RAHN AG  
Dörflistrasse 120  
CH-8050 Zürich  
Tel. +41 44 315 42 00  
Fax +41 44 315 42 45  
Cosmetics@rahn-group.com  
www.rahn-group.com

RAHN GmbH  
Hahnstrasse 70  
DE-60528 Frankfurt am Main  
Tel. 0800 1 816 015  
Fax 0800 1 816 016

RAHN (UK) Ltd.  
75 Park Road  
GB-Peterborough  
PE1 2TN  
Tel. 0800 0 323 743  
Fax 0800 0 323 744

RAHN USA Corp.  
1005 North Commons Drive  
Aurora, Illinois 60504, USA  
Tel. +1 630 851 4220  
Fax +1 630 851 4863