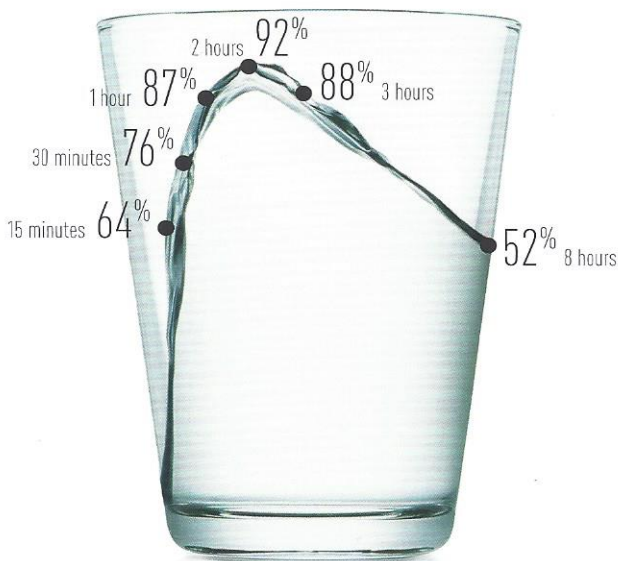


OBAGI HYDRATE™



Corneometer® scores (% change in skin moisture during treatment)*

A Long-Lasting
Facial Hydrator
That Really Holds Water

OBAGI®
MEDICAL

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

Hydration is essential for every skin care regimen

Facial hydration is an important part of a daily skin care regimen. Depending on the formulation, hydration may help²:

- Prevent and soothe dry skin
- Protect sensitive skin
- Improve the appearance of skin tone and texture

Hydrators work by trapping water in the top layer of skin and forming a temporary barrier to help prevent moisture from escaping through the skin surface.²

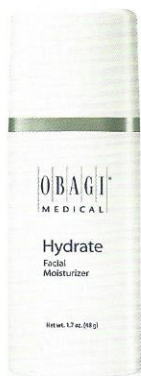
For best results, they should be used daily, immediately after cleansing the skin. Because everyone's skin is unique, be sure to ask your physician about the best hydrator suited for your skin type and condition.²

Obagi Hydrate™ provides instant and long-lasting hydration¹

- Starts working quickly: **92%** improvement in moisture content of the skin within 2 hours
- Continued action throughout the day: **51%** decrease in water loss after 8 hours



Obagi Hydrate with 2-in-1 hydrating action³



- Reduces water loss at the skin surface
- Continuously releases hydrating ingredients

Dermatologist tested, safe, and gentle⁴

- Non-irritating
- Non-sensitising
- Allergy tested
- Hypoallergenic
- Non-comedogenic

Helps to
enhance skin
smoothness³

Appropriate
for all skin
types^{1,3}

Obagi Hydrate—all-day moisture protection for every skin type^{1,3}

- 2-in-1 hydrating action helps prevent water loss³
- Safe and gentle⁴
- Helps enhance overall skin smoothness³



To purchase Obagi Hydrate, talk to your physician today.

References: 1. TEWL/Moisturisation evaluation of a skin care product. OMP, Inc. Data on file. 2. Moisturisers: options for softer skin. MayoClinic.com website. <http://www.mayoclinic.com/health/moisturisers/SN00042>. Accessed February 12, 2013. 3. Hydromanil product brochure. OMP, Inc. Data on file. 4. OMP, Inc. Data on file.

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