

SkinMedica® HA5® Hydra Collagen Hydrating Foaming Cleanser Launch Assets

Veeva Job #: US-SKC-SM-00410

Veeva Expiration: 12/28/2026

1. SkinMedica® HA5® Cleanser + Texture Hero Photo

CAPTION:

A watershed moment for @SkinMedica... and you. ☁️

Clinically proven to provide a wash of hydration to the skin, 100% of participants agreed that the HA5® Hydra Collagen Hydrating Foaming Cleanser felt gentle without irritating the skin.

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Shop the latest from SkinMedica® in our office today. Give us a call to book an appointment with your provider to elevate #YourSkinMedicaMethod.

*Data on file at SkinMedica® (n=16)

HASHTAGS: #SkinMedica #SkinMedicaSkincare #SkinGoals #SkincareRoutine #SkincareTips #LuxurySkincare #CleansingCloud

2. SkinMedica® Method HA5® Group Photo

CAPTION:

How do you elevate your cleanse?

Meet the newest addition to the Cleanse Factor from @SkinMedica: The HA5® Hydra Collagen Hydrating Foaming Cleanser, a wash of hydration that effectively removes dirt + oil without stripping the skin.

Ready to elevate #YourSkinMedicaMethod? Stop by our office to find the right #SkinMedica Cleanser for you.

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3. SkinMedica® HA5® Hydrator + Cleanser Carousel Post (products + swatch)

CAPTION:

The dynamic duo for ultimate hydration from @SkinMedica 💧

Experience their breakthrough proprietary complex in the NEW HA5® Hydra Collagen Hydrating Foaming Cleanser, formulated to gently cleanse while nourishing the skin barrier.

When followed by the HA5® Hydra Collagen Replenish + Restore Hydrator, you'll reveal deeper hydration, visible plumpness, and an all-day glow.

Ready to elevate your hydration ritual? Ask us about SkinMedica® during your next visit.

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4. SkinMedica® HA5® Clinical Education Graphic

CAPTION:

Prepare your skin to dive deeper into hydration with the HA5® Hydra Collagen Hydrating Foaming Cleanser from @SkinMedica.

Their new foaming cleanser pairs perfectly with the HA5® Hydra Collagen Replenish + Restore Hydrator for refreshing clinical results to maximize your skin's moisture from the first step of your routine. The result: visibly plump, hydrated skin.

Stop by our office today to elevate your cleanse or ask your provider about how to add the latest from #SkinMedica into your routine.

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5. SkinMedica® How To Add HA5® To Your SKM Method

CAPTION:

Magnify moisture in #YourSkinMedicaMethod with the proprietary HA5® Hydra Collagen Complex from @SkinMedica, featured in their latest cleansing and hydrating innovations.

When used together in your daily regimen, the HA5® Hydra Collagen duo achieves hydrated, healthy-looking skin with an all-day glow.

Dive deeper into hydration today – ask your provider about how to incorporate SkinMedica® into your skincare regimen.

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6. SkinMedica® HA5® Cleanser Texture + Model Video

CAPTION:

Pump, Lather, Rinse, Repeat 🌊 Experience profound hydration with the HA5® Hydra Collagen Hydrating Foaming Cleanser, new from @skinmedica.

Available now at [SkinMedica.com](https://www.SkinMedica.com).

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7. SkinMedica® HA5® Cleanser Educational Model Video

CAPTION:

Introducing: The HA5® Hydra Collagen Hydrating Foaming Cleanser, new from @SkinMedica 🌩️

Gently elevate your cleanse for profound hydration and awaken healthy-looking skin through every wash with the HA5® Hydra Collagen Hydrating Foaming Cleanser, featuring their breakthrough proprietary complex of five forms of Hyaluronic Acid and Hydra Collagen.

Free from sulfate surfactants known to dry skin, this formula introduces foaming amino acids to softly and powerfully nourish the skin barrier and is clinically proven to immediately boost skin's hydration. A rich texture sparkles on contact for a refreshing wash rinse after rinse—leaving skin feeling clean, calm, and cloud-soft.

Stop by our office to shop the latest from #SkinMedica

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8. SkinMedica® The Science Behind Amino Acid Complex

CAPTION:

A deeper dive into the next-generation surfactant system inside the HA5® Hydra Collagen Hydrating Foaming Cleanser by @SkinMedica 💧

The formula's dual nature blends the power of coconut oil fatty acids to dissolve oil, debris, and impurities, while amino acids allow these particles to gently wash away when you rinse. With a targeted focus on hydration, it cleanses without stripping to support a healthy skin barrier.

Experience an effortless wash of hydration for cloud-soft skin today. Ask us during your next visit about how to add this essential to #YourSkinMedicaMethod.

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