

SKINMEDICA®

The First Step to *Deeper Hydration*



A Cleansing Cloud of Moisture

Formulated to *elevate your cleanse* with gentle amino acids and proprietary hydrating technology for cloud-soft skin barrier support after every rinse

SULFATE-FREE • FOR ALL SKIN TYPES • PARABEN-FREE
FRAGRANCE-FREE • SILICONE-FREE

Cleanse, comfort, condition the epidermis¹

SkinMedica® HA⁵® Hydra Collagen Hydrating Foaming Cleanser is a breakthrough sensorial formula powered by **nourishing amino acids** to gently clean skin and support the skin barrier in a dense, velvety, and luxurious foam that lasts.

This cleanser is designed to work with the other products in our hydration collection for instant and long-lasting hydration for healthy-looking skin.

Our proprietary complex of **5 forms of hyaluronic acid and Hydra Collagen** saturates skin with instant moisture.

Its rich texture sparkles on contact and refreshes and maintains pH levels rinse after rinse. HA⁵® Hydra Collagen Hydrating Foaming Cleanser **effectively removes makeup and impurities** in a wash of hydration, leaving skin feeling clean, calm, and cloud-soft.

Free from sulfate surfactants that can irritate the skin, this formula powerfully nourishes the skin barrier and is clinically proven to **immediately boost skin's hydration levels by 30%** when used with HA⁵® Hydra Collagen Replenish + Restore Hydrator.

“Normally I need 2 washes to take off my makeup, whereas [with] this cleanser I was able to only do 1 wash. I feel like my pores are clean.”

—Clinical study patient after using the HA⁵® Hydra Collagen Hydrating Foaming Cleanser

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Protect the skin barrier

Traditional Cleansers²

Most cleansers are designed for simple cleansing and exfoliation. They typically do not include ingredient technology that provides additional skin benefits.

These cleansers are often powered by sulfate- and synthetic-based surfactants, which can feel too harsh for dry and sensitive skin. This can leave the skin feeling dehydrated and disrupt the skin barrier.

**Having dry skin can
accelerate the signs of aging.**

SkinMedica® Approach:

Next-Generation Surfactant System²

Our formula breaks away from traditional products with a balanced approach to cleansing.

Our amino acid surfactant system has a dual nature:

- Coconut oil fatty acids dissolve oil, debris, and impurities
- Amino acids allow these particles to wash away gently in water

This approach has a targeted focus on hydration, skin barrier support, and gentle cleansing.

Our 100% naturally derived amino acid surfactants¹:

CLEANSE WITHOUT STRIPPING

SUPPORT A HEALTHY SKIN BARRIER

HARMONIZE WITH THE SKIN'S NATURAL PH LEVEL

REDUCE THE LIKELIHOOD OF SKIN IRRITATION AND DRYNESS

USE NOURISHING FOAMING AND CLEANSING PROPERTIES FOR A VELVETY AFTER-FEEL

Unlock skin-drenching technology¹

NOURISHING YET IMPACTFUL INGREDIENTS

HA⁵® Hydra Collagen Complex provides instant hydration with 5 forms of hyaluronic acid (HA) and Hydra Collagen to help attract and retain water for instant hydration

Amino Acid Complex gently cleans the skin, while maintaining the skin's natural pH balance and respecting the microbiome for a velvety after-feel

Pea Peptide maintains skin barrier integrity and provides high levels of moisture while calming the skin

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Meet the hydration collection¹

Designed to work together to deliver instant and long-lasting hydration, and support the skin barrier for healthy-looking skin



HA⁵® Hydra Collagen Hydrating Foaming Cleanser

Cleanse skin for ultimate hydration with gentle amino acids clinically proven to powerfully nourish the skin barrier and to immediately boost skin's hydration



HA⁵® Hydra Collagen Replenish + Restore Hydrator

Give skin a deeper hydration, proven to provide healthy-looking skin, visible plumpness, and an all-day glow

After a single use, **92%** of patients agreed the hydration collection made their skin look and feel *hydrated and smooth*.¹ (n = 26)



ALSO AVAILABLE IN BACK BAR

Use HA⁵® Hydra Collagen Hydrating Foaming Cleanser to cleanse the skin before and HA⁵® Hydra Collagen Replenish + Restore Hydrator to hydrate the skin after in-office procedures.

A clinically proven cleanse¹

RAISE THE SCIENTIFIC STANDARDS OF CLEANSING

100%

of patients agree that HA⁵® Hydra Collagen Hydrating Foaming Cleanser **effectively removes makeup/sunscreen, dirt, oil, and impurities** (n = 16)

96%

of patients agree that HA⁵® Hydra Collagen Hydrating Foaming Cleanser **makes their skin feel clean and refreshed** (n = 26)

100%

of patients agree that HA⁵® Hydra Collagen Hydrating Foaming Cleanser **feels gentle and does not irritate the skin** (n = 26)

92%

of **patients were satisfied** with HA⁵® Hydra Collagen Hydrating Foaming Cleanser (n = 26)

Unparalleled moisture with HA⁵® Hydra Collagen Hydrating Foaming Cleanser and HA⁵® Hydra Collagen Replenish + Restore Hydrator¹

30%

instant boost to the skin's hydration when cleansing with HA⁵® Hydra Collagen Hydrating Foaming Cleanser and applying HA⁵® Hydra Collagen Replenish + Restore Hydrator (n = 17)

2x

more users agreed that their skin had a **dewy, hydrated glow** immediately after using HA⁵® Hydra Collagen Hydrating Foaming Cleanser (n = 26)*

4x

more users agreed that their skin had a **dewy, hydrated glow** immediately after combined use with HA⁵® Hydra Collagen Hydrating Foaming Cleanser and HA⁵® Hydra Collagen Replenish + Restore Hydrator (n = 26)*

*Versus prior to cleansing.

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“[The *cleanser*] left the skin feeling cool and refreshed. The *hydrator* provided extra glowiness and additional moisture.”

—Clinical study patient after using the HA⁵® Hydra Collagen Hydrating Foaming Cleanser + HA⁵® Hydra Collagen Replenish + Restore Hydrator

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The *Cleanse* Factor

Cleansing is the foundation of an optimal skincare routine. In fact, facial cleansers are the **#1 most purchased** skincare product.³ Cleansers enhance your skin's potential by removing buildup, enhancing clarity, and preparing for formula absorption. With products for every skin type, our cleansers offer flexibility with precision for your unique needs, from gentle, daily-use to exfoliating and brightening.



To learn more about HA⁵® Hydra Collagen Hydrating Foaming Cleanser, contact your SkinMedica® representative.

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Sunburn alert: AHA/BHA Exfoliating Cleanser and Even & Correct Brightening Treatment Pads contain an alpha-hydroxy acid (AHA) that may increase your skin's sensitivity to sunburn. Use a sunscreen and limit sun exposure while using these products and for a week following discontinuation.

Most SkinMedica® products are intended to meet the FDA's definition of a cosmetic product, an article applied to the human body to cleanse, beautify, promote attractiveness, and alter appearances. These SkinMedica® products are not intended to be drug products that diagnose, treat, cure, or prevent any disease or condition. These products have not been approved by the FDA, and the statements here have not been evaluated by the FDA.

References: 1. Data on file, SkinMedica®. 2. GGs Natureceuticals. Amino Acid Surfactants: Gentle, Environmentally Friendly & Effective. Published April 3, 2023. Accessed December 9, 2024. 3. Mintel report. Li J. Facial Skincare – US – April 2024.

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