

E45 ENDLESS MOISTURE DERMA RESTORE SHOWS GLOWING RESULTS WITH WOMEN SEEING SOFTER AND MORE SUPPLE SKIN IN JUST THREE WEEKS

After the age of 45, changes become apparent in the skin that can add to the signs of ageing; loss of elasticity, dehydration and, perhaps most noticeably, the build-up of dead skin cells that can dull the glow of healthy skin. E45 have used their 50 years of expertise to create a new breakthrough beauty product specifically formulated to nourish mature skin. The exciting launch of Endless Moisture Derma Restore has been met with rave reviews from women everywhere with 100 per cent of users experiencing long-lasting hydration.

This unique combination of premium ingredients includes next-generation Poly Hydroxy Acids (PHAs) that boost the skin's natural ability to renew itself faster and so restore your natural, healthy glow in as little as three weeks.

'Contains premium ingredients - without the hefty price tag - ensuring 24-hour just-moisturised skin'

Skin expert Dr Tracy Mountford, from The Cosmetic Skin Clinic, has over 21 years experience and is impressed with this new breakthrough product, saying, 'I'm excited about E45's Endless Moisture Derma Restore, as it contains premium ingredients without the hefty price tag - ensuring 24-hour just-moisturised skin with an enhanced natural glow.'

It seems that women everywhere agree, with two out of three women* saying that they prefer it to their usual body lotion and three out of four saying that they had softer, more supple skin in just three weeks.



HOW E45 ENDLESS MOISTURE DERMA HELPS AGAINST THE THREE KEY SIGNS OF AGEING AND DELIVERS CLINICALLY-PROVEN RESULTS

Skin becomes rougher

The Glycerin in Derma Restore **boosts the skin's ability to retain moisture.** Glycerin is already naturally present in the skin, but with age it becomes less effective at holding on to moisture. When Derma Restore is applied, the Glycerin diffuses through the skin's layers where it acts like a **moisture magnet** to boost the skin's ability to trap moisture.

Endless Moisture Derma Restore (RRP £4.59, 200ml) is quickly absorbed, non-greasy & with a light fragrance. Suitable for normal to dry skin and enriched for mature skin.

Lack of suppleness

Nicotinamide helps **restore the skin's renewal activity** to that of younger, more supple skin. Better known as Vitamin B3, Nicotinamide provides a soothing action, that helps boost collagen production in the skin that depletes with age and exposure to damaging UV rays which improves elasticity making skin feel more supple.

Loss of natural glow

Sodium Gluconate **stimulates collagen production** and improves skin tone. As cell turnover slows, dead cells build-up on the surface, making skin appear dull. Poly Hydroxy Acids - a next-generation ingredient usually found in expensive beauty products **boost the skin's natural ability to renew itself** faster, helping restore the skin's natural glow.

Clinically Proven

In a recent clinical study*, E45 Endless Moisture Derma Restore scored incredible results:

- 100% of users experienced long-lasting hydration
- 80% of consumers agreed that it left their skin velvety soft, smooth and supple
- 77% experienced softer skin in just three weeks
- 75% experienced skin that was more supple in just three weeks

