

# questions | answers

## Why does my client need HydraBlur™ Primer?

Whether worn alone or as make-up prep, HydraBlur Primer offers skin health and cosmetic benefits that are ideal for all users. It provides more benefits than the average make-up primer, locking in optimal moisture levels while mattifying skin for a desirable “blur” effect that minimizes the appearance of fine dehydration lines, large pores and uneven skin tone.

## Should HydraBlur Primer be used instead of moisturizer?

While HydraBlur Primer provides hydration, it does not replace a moisturizer. For best results, apply HydraBlur Primer after the prescribed Dermalogica Moisturizer to help lock in moisture. The primer should also be applied after sunscreen.

## Is there a way to enhance the “blurring” effect?

Yes. Apply HydraBlur Primer with a damp sponge for an added blurring effect.

## Which skin tones benefit most from using HydraBlur Primer?

Every skin tone will benefit from this primer’s unique microencapsulation technology. While the formula looks white when it is dispensed, it contains tiny encapsulated deposits of an Iron Oxide complex that releases color upon application to provide light, neutral tint.



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**dermalogica**  
a skin care system researched and developed by The International Dermal Institute

hydrablur™ primer

# hydrablur™ primer

Instantly hydrate and refine skin for a flawless finish.

**dermalogica**®

# hydrablur™ primer

## training manual

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# what is a primer?

In much the same way that a painter uses primer to smooth a surface so paint better adheres to it, facial primers even out the surface of the skin, providing a smoother canvas for a lasting make-up finish or a natural, no make-up look.

The majority of primers focus on the cosmetic benefits of make-up application instead of improving the overall health of the skin. Many also contain comedogenic waxes and fillers that can lead to congestion, skin irritation and even sensitivity.

Dermalogica Primers are the exception. The skin health experts at The International Dermal Institute have fused powerful skin treatment technology with the most elegant aesthetic primer chemistry available today to further redefine expectations of what a primer should be. Dermalogica Primers bridge the divide between skin care and color cosmetics by optimizing skin health benefits according to skin condition *and* preparing the skin for extended make-up wear.



# introducing hydrablur™ primer

HydraBlur Primer is the ideal multi-tasking primer for all skin conditions, particularly dry or dehydrated skin. This lightweight, non-greasy formula powerfully hydrates and transforms skin into an even surface with a dramatic “blurring” effect. The result is a flawless canvas for make-up application – or a naturally-radiant, make-up-free appearance.

## Three benefits in one formula:

1

### intense moisturization

Sustained-release moisturization locks in optimum hydration levels, helping decrease the appearance of fine lines and wrinkles.

2

### neutral coverage

Unique, microencapsulated color technology prevents shade shifting and releases bursts of color upon application to provide light coverage, balance all skin tones and enhance skin radiance.

3

### pore-refining properties

Pore-refining properties reduce the appearance of pores without drying the skin.

# product details



skin condition

All skin conditions, particularly dry or dehydrated.



description

Lightweight, non-greasy primer minimizes the appearance of fine lines and wrinkles, mattifies against oily shine and imparts a silky finish to skin. **H<sub>2</sub>ORelease™ Complex** and **Abyssinian Oil** help provide intense, sustained-release moisturization that locks in optimum hydration levels. A microencapsulated tint releases upon application to provide light, neutral coverage while **Whu-Zhu-Yu Fruit Extract** enhances skin radiance. Naturally-astringent **Mushroom Extract** reduces pore size and appearance. Formulated without artificial fragrances, colors or parabens.



key products to prescribe



Daily Microfoliant®



Skin Hydrating Booster



Total Eye Care SPF15



application

After applying the prescribed Dermalogica Moisturizer, smooth and blend HydraBlur Primer over entire face and throat. Can be worn alone for flawless-looking skin or under make-up for a smooth canvas.

# key ingredients

## skin health

HydraBlur™ Primer includes the following ingredients to help improve skin moisture and clarity, and promote a smoother, more refined surface.

### H<sub>2</sub>ORelease™ Complex

Sodium Hyaluronate, Algin and Trehalose form a sophisticated complex that gradually releases moisture into the stratum corneum, optimizing the skin's hydration levels and controlling Trans-Epidermal Water Loss (TEWL). This intense, sustained-release moisturization benefit locks in optimum hydration levels all day.

### Crambe Abyssinica (Abyssinian) Seed Oil

Unique in molecular structure, this lightweight seed oil contains a high percentage of unsaturated fatty acids that form a non-occlusive film over the skin. This film smoothes skin texture and tone while helping to maintain critical moisture balance – all without clogging pores.

### Glycerin and Sodium PCA

These humectants naturally found in the skin help bind water into tissue, maintaining proper hydration levels that help minimize fine lines from dehydration.

## cosmetic

These ingredients provide multiple benefits that help soften skin, enhance its appearance and provide a dramatic “blurring” effect.

### Fomes Officinalis (Mushroom) Extract

The pore-refining, non-drying properties of Agaric Acid, found in Mushroom Extract, help reduce pore visibility (10%) and size (12%) in as few as 15 minutes.\*

### Evodia Rutaecarpa (Wu-Zhu-Yu) Fruit Extract

Rich in powerful anti-inflammatory properties, the extracts of this potent berry help boost microcirculation in skin, enhancing skin radiance and luminosity.

### Silica, Vinyl Dimethicone/Methicone Silsesquioxane, Boron Nitride

Together, these ingredients instantly mattify the skin and decrease the appearance of fine lines and rough texture. They also impart a smooth, silky feel while natural earth minerals help cosmetics adhere to skin and absorb oil; improve the smoothness of foundation; and help support make-up stability for extended wear.

\*A. Thiebaut et al. 2013. Benefits of a tree mushroom extract on pore reduction in oily skin. SCC Annual Scientific Meeting.

# pick the perfect primer

## HydraBlur™ Primer

skin condition	All skin conditions, particularly dry or dehydrated
benefits	<ul style="list-style-type: none"><li>· Microencapsulated Iron Oxide complex provides light, neutral tint coverage.</li><li>· Intensely hydrates skin.</li><li>· Refines pores and mattifies oily shine.</li></ul>



## SkinPerfect Primer SPF30

skin condition	Mature or prematurely-aging
benefits	<ul style="list-style-type: none"><li>· Pearl Powder and natural earth minerals provide a neutral tint and illuminate skin.</li><li>· Physical sunscreens provide Broad Spectrum defense.</li><li>· Fights the signs of skin aging.</li></ul>



## Redness Relief Primer SPF20

skin condition	Sensitized
benefits	<ul style="list-style-type: none"><li>· Natural sheer green tint counters telltale skin redness.</li><li>· Physical sunscreens provide Broad Spectrum defense.</li><li>· Soothes and strengthens for lasting relief.</li></ul>

