

digital education blog piece for new product innovation

melting moisture masque

UK/IRE Launch 19th April 2021.

Introducing the new **Melting Moisture Masque** from Dermalogica, an extremely moisturising masque that elegantly transforms from balm to oil to help restore and nourish dry skin. We caught up with Dermalogica's Education Manager Victoria Schofield to find out more.

Do you suffer with dry skin?

You're not alone! Millions of people worldwide have dry skin, which can trigger chronic discomfort, flaking, itching and sensitivity. At the root of these issues is a compromised skin barrier, which lets water escape, causing intense dryness and a loss of skin's natural glow.

What causes dry skin?

While some dry skin is genetic, today more than ever, skin is exposed to extremely damaging environmental factors such as pollution and free radicals compromising the skin's moisture barrier. Unlike dehydrated skin, which needs water, dry skin needs lipids (oils). When the lipid barrier is compromised, the skin becomes more vulnerable to moisture loss and factors such as environmental stress. This leads to signs of dryness such as flaking, dullness, roughness, tightness, itching, irritation, and cracking. To restore and prevent dry skin from becoming worse, lipids need to be replenished, nourished, and protected.



How to treat dry skin

A strong skin barrier helps keep skin hydrated and healthy-looking by holding water in and keeping environmental pollutants and microbes out. A great way to overcome dry skin concerns is to use products rich in ingredients that will nourish, condition, and moisturise the skin as well as help restore and strengthen the lipid barrier. Plant butters, waxes and oils are great options to deliver ultra-nourishing benefits as they are loaded with lipids that can replenish dry skin. However, many products that are rich in lipids can be solid at room temperature. We need them to melt in order to provide a better absorption of their actives into the skin's surface layers.

Let the moisture melt in!

Melting Moisture Masque is a leave-on masque that delivers a deeply satisfying melting sensation, helps protect against damaging environmental factors for healthier-looking skin and helps restore dry skin's lipid barrier. At the heart of this masque is our **MeltingPoint Complex**. The MeltingPoint Complex is packed with nourishing ingredients that are activated by skin's natural heat to deliver a satisfying melting sensation as it penetrates skin's surface layers to deeply nourish and rehydrate. The MeltingPoint Complex also gives this masque its vitamin-rich, buttery texture, which elegantly transforms from balm to oil upon contact with the skin. Hydrating **Plankton Extract** helps soothe and protect skin against the drying effects of pollution. **Linoleic Acid** nourishes while **Vitamin E** helps protect against skin-damaging free radicals, which surround us on a daily basis.

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How to use Melting Moisture Masque

1



Apply

Dispense and apply a pea-sized amount onto clean skin. Press and hold the applicator and release once the ideal amount of product has dispensed.

2



Massage

Spread and lightly massage evenly into the skin focusing on areas of intense dryness.

3



Melt

Allow the masque to melt into the skin to help restore and protect skin's lipid barrier.

Melting Moisture Masque is a unique **leave-on** masque, delivering the concentrated benefits of a masque and the long-lasting hydration of a moisturiser. Tissue off excess if preferred and follow with your favourite Dermalogica moisturiser/SPF. Use once or twice a week, or as needed.

Pro tip!

Melting Moisture Masque can be used close around the eyes and over dry, cracked lips. Try it on dry cuticles, elbows or cracked hands and feet to nourish and restore skin's texture.

Learn more

Visit your local Dermalogica Expert to find out more and get personalised advice on how to achieve healthy skin. Book a virtual consultation with Face Mapping or a Dermalogica ProSkin Service for advanced results.

Find your Dermalogica Expert here <https://education.dermalogica.co.uk/dermalogica-experts>

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