

# CASMARA

## Hydra Lifting

*Discover the power of the ocean*



**Rehydrating**

**70% MORE**  
HYDRATED SKIN

**Lifting effect**

**90%**  
FIRMER FACE

**Anti-aging**

**IN 2 WEEKS**  
THE SKIN IS VISIBLY  
YOUNGER LOOKING

**MARINE BIOTECHNOLOGY**

*with Quinton seawater and rejuvenating marine active ingredients*

# CASPARA

## Hydra Lifting COLLECTION

### NATURAL MARINE TECH

*The most amazing marine active ingredients have been enhanced by pioneering **marine biotechnology** to concentrate the therapeutic power of the ocean in an **anti-aging skincare collection with an intense rehydrating action and lifting effect.***

*The ocean is a unique and precious ecosystem that provides exceptional active ingredients to formulate advanced natural cosmetics. Seaweeds and other marine organisms have developed superb defense mechanisms to survive in these hostile environments full of harsh contrasts offering us authentic cosmetic jewels.*

These technologically advanced **natural** cosmetics combine the best of nature and science to revolutionize daily skin care with unique textures and intoxicating scents.



*Discover the power of the ocean on your skin.*

# Hydra Lifting

MARINE PLASMA *Fresh Serum* 50 ml 1.7 fl. oz.

Hydrating serum with a lifting effect.

Extraordinary light-textured marine “plasma” with seawater and rejuvenating marine active ingredients. Featuring the most advanced biotechnology, it rehydrates and firms the skin while correcting and preventing signs of aging.

Its formula contains the most extraordinary marine active ingredients capable of stimulating cell function; stimulating the natural processes of cellular detoxification as well as the rehydration and firmness of the face.

The result is vibrant, intensely rehydrated, protected, plump, juicy and visibly toned skin.



## *Main active ingredients*

**SEAWATER CONCENTRATE:** a highly **revitalizing** and **toning** active ingredient. This true marine “plasma” is capable of exponentially stimulating the activity of cells responsible for healthy skin.

It increases activity in fibroblasts (cells that produce collagen, hyaluronic acid and elastin) by 450% and in keratinocytes (cells that strengthen the protective skin barrier) by 300%.

**OCEAN HYALURONIC:** active ingredient with a high biological value that provides intensive **long-lasting hydration**. It is extracted from plankton from the Iroise Sea, off the coast of Brest in Brittany, France; **retains 97% more water than hyaluronic acid**.

This unique active ingredient features marine exopolysaccharides and acts like a “sponge” inside the skin, increasing hydration levels and preventing dehydration, which improves skin elasticity and firmness. Its innovative action helps reduce wrinkles in an instant and provide long-lasting hydration.

**ALGA-GENIC:** natural **multi-action anti-aging** polysaccharide that improves and prevents signs of aging. This film-forming marine element is obtained through biotechnology and ensures correct skin hydration levels. It also stimulates the so-called “longevity proteins” and delays signs of aging in the most effective way for incredibly smooth, plump and stunningly youthful skin.

## *Who is it suitable for?*

This unisex serum is suitable for all skin types, even sensitive skin.

## *Application method*

Apply a few drops to your cleansed face and neck, then massage gently until fully absorbed. Recommended before applying the **HYDRO** Firming Cream from the HYDRA LIFTING range.



# Hydra Lifting

MARINE PLASMA *Rich Serum* 50 ml 1.7 fl. oz.

Nourishing serum with a lifting effect.

Extraordinary light-textured marine "plasma" with seawater and rejuvenating marine active ingredients. A unique marine formula with intense anti-aging action that offers a perfect balance of hydration and nutrition; thanks to the combination of moisturizing dual action active ingredients that increase the skin's water retention capacity and prevent transepidermal water loss while providing essential fatty acids that reinforce the hydrolipidic barrier.



Revolutionary multi-action nourishing serum, recommended for the most demanding skin types, which improves and stops the effects of time on the skin.

The result is an intensely nourished, rehydrated, plump, protected, juicy and toned skin.

Its exclusive formula, identical to Fresh Serum, is enhanced with rice oil to provide the perfect care for the most demanding skin types that need extra nutrition and active ingredients with high anti-aging power.

## *Main active ingredients*

**RICE OIL:** This powerful nourishing and antioxidant active ingredient with a high nutritional value contains vitamin E,  $\gamma$ -oryzanol and ferulic acid, three natural substances that combat aging skin and provides the skin with advanced nourishing and anti-aging care, ideal for damaged, mature and/or dry skin.

## *Who is it suitable for?*

This unisex serum is suitable for dry or extra-dry skin, even sensitive skin.

## *Application method*

Apply a few drops to your cleansed face and neck, then massage gently until fully absorbed. Recommended before applying the **NUTRI** Firming Cream from the HYDRA LIFTING range.



# Hydra Lifting

HYDRO *Firming Cream* 50 ml 1.7 fl. oz.



Moisturizing cream with a lifting effect.

Light texture cream that intensely rehydrates the skin, while reaffirming and redefining facial contours. Hydro Firming Cream concentrates extraordinary marine active ingredients capable of retaining moisture in the skin, stimulating the perfect cellular functioning and its youth.

Each drop of cream concentrates the extraordinary marine richness. Surprising firming active ingredients capable of stimulating 14 genes responsible for skin firmness to maintain the so-called "beauty triangle" showing defined facial contours.

It helps keep the cheekbones high and the jaw line well defined, also reducing forehead wrinkles, nasolabial folds and lines around the lips by allowing a reconstruction of the extracellular matrix and all its components.

The result is plump, firm and intensely rehydrated skin.

## *Main active ingredients*

**WAKAME SEAWEED EXTRACT:** This botanical active ingredient of marine origin has a **lifting effect** as well as firming and rejuvenating properties. Inspired by genomic technology, **it targets the 14 genes responsible for the firmness of the skin.** Improves organization and synthesis of elastin fibers and fillers, which keep the skin firm, supple and wrinkle-free.

**JUVENESSENCE®:** **Intensive firming** marine active ingredient with a powerful anti-aging action.

This extraordinary multi-effect active ingredient is extracted from Alaria Esculenta seaweed and stops and reverses cellular aging. Its action intensifies and improves skin cell activity as well as the natural detoxification process thanks to its cell-detox effect. Significantly improves hydration levels and skin firmness.

## *Who is it suitable for?*

This unisex cream is suitable for all skin types, even sensitive skin.

## *Application method*

Apply to your cleansed face and neck, and massage until fully absorbed.

We recommend applying the cream alone or combining it with the **MARINE PLASMA FRESH SERUM** from the HYDRA LIFTING range, or with any other CASMARA face serum.

# Hydra Lifting

NUTRI *Firming Cream* 50 ml 1.7 fl. oz.

Nourishing cream with a lifting effect.

Innovative cream that provides delicate nutrition while intensely rehydrating and firming the skin thanks to active ingredients of marine origin enhanced by the most advanced biotechnology.

Its formula is enriched with rice oil, a powerful active ingredient with high nutritional value and antioxidant power rich in vitamin E,  $\gamma$ -oryzanol and ferulic acid, three natural substances that combat skin aging in the most effective way and reinforce the hydrolipidic barrier; which keeps the skin hydrated, nourished as well as being protected and presenting a spectacular silky touch.

Innovative firming daily care capable of redefining facial contours; at the same time that it corrects and/or prevents the appearance of the signs of aging.

With Nutri firming cream, the skin appears nourished, rehydrated, firm and visibly younger.

Its exclusive formula, identical to Hydro Firming Cream, is enhanced with rice oil to provide the perfect care for the most demanding skin types that need extra nutrition and active ingredients with high anti-aging power.



## *Main active ingredients*

**RICE OIL:** This powerful nourishing and antioxidant active ingredient with a high nutritional value contains vitamin E,  $\gamma$ -oryzanol and ferulic acid, three natural substances that combat aging skin and provides the skin with advanced nourishing and anti-aging care, ideal for damaged, mature and/or dry skin.

## *Who is it suitable for?*

This unisex cream is suitable for dry or extra-dry skin, even sensitive skin.

## *Application method*

Apply to your cleansed face and neck, and massage until fully absorbed. We recommend applying the cream alone or combining it with the MARINE PLASMA **RICH SERUM** from the HYDRA LIFTING range, or with any other CASMARA face serum.

