

Press Release - For immediate release

Zürich April 1, 2021 – RAHN launches new data with HYDRACTIN®-LMF and AQUARICH® to meet the emerging trend of wellbeing

Our daily hair and skin care is good for us. It enhances our appearance and boosts our self-confidence and well-being. Even brief spa experiences will relax and stimulate senses – the secret recipe many of us know will sooth down daily stress. No wonder that wellbeing is increasingly becoming a part of consumers lifestyles and a strong innovation driver for the cosmetic industry.

Hydration is the fountain of wellbeing for skin and hair. It leaves perceivable effects, improves appearance and makes skin and hair soft and supple. In order to support the development of new cosmetic wellbeing concepts, RAHN launches new study data for skin and hair with the two moisture experts HYDRACTIN®-LMF und AQUARICH®:

The freshness kick for a well-groomed body – skin care starts in the shower thanks to HYDRACTIN®-LMF



A well hydrated skin is a smart concept to support the spa experience of a consumer. However, hydration must be kept into the skin. HYDRACTIN®-LMF contains three moisture experts from the forest: the lichen *Cetraria islandica*, the fern *Polypodium vulgare* and the moss *Spagnum magellanicum*. The active ingredient is able to stimulate the skin's NMF production and to form a water-binding layer on the skin's surface. Thanks to these properties, RAHN could demonstrate in a new *in-vivo* study that HYDRACTIN®-LMF provides a **pronounced** and **long-lasting skin hydration** effect in rinse-off products.

Please have a look at www.hydractin-lmf.swiss for more information.

Proper hair care – “Shine like a diamond” from root to tip thanks to AQUARICH®



Water binds through hydrogen bonds to hair proteins and changes the hair shape.

Inspired by the moisture-retaining substances of black oats and the biomimetic properties of lecithin, AQUARICH® acts as a modern "hairchitect" re-designing the structure of hair. New *ex-vivo* studies reveal that treatment with AQUARICH® significantly increases **hair gloss**. Furthermore, AQUARICH® is able to **strengthen the hair from within** by enhancing its tensile strength.

For more information, please have a look at www.aquarich.swiss.

Any questions? Please contact us at cosmetics@rahn-group.com.