

# The Ordinary.

## New from The O. Lab Meet PhytoCeramides The Standout Ingredient in the Newest Moisturizer from The Ordinary

On February 21, The Ordinary will launch **Natural Moisturizing Factors + PhytoCeramides** —the second of six new formulations to launch under The O. Lab. Natural Moisturizing Factors + PhytoCeramides will join the existing moisturizer portfolio from The Ordinary, alongside the well-loved Natural Moisturizing Factors + HA. Upon reviewing feedback and comments from its customers, The Ordinary has chosen to expand its moisturizer offering after identifying the need for a richer moisturizer that can be used more effectively for those with dry or dehydrated skin, or those looking for additional barrier support.

Natural Moisturizing Factors + PhytoCeramides provides a triple-action approach to targeting dryness, with the inclusion of skin-identical Natural Moisturizing Factors and skin lipids alongside plant-derived phytoceramides. Phytoceramides help to improve the look of skin quality, for a fresher, more plumped appearance. This new formulation provides rich surface hydration, containing nearly twice the moisturizing emollients of The Ordinary's original Natural Moisturizing Factors + HA—making this ideal for those concerned with dryness or dehydration. This rich and replenishing

cream immediately boosts skin hydration by 68%<sup>1</sup> and helps to keep skin hydrated throughout the day.

PhytoCeramides are a mixture of plant-derived molecules such as ceramosides, fatty acids and antioxidants, which help to improve the look of skin quality, for a fresher, more plumped appearance. The ceramosides within this technology are compounds made of skin-identical ceramides bound together with another plant-derived molecule DGDG (Digalactosyl Diglyceride).



## What makes Natural Moisturizing Factors + PhytoCeramides a standout formulation for those with dry skin?

When the moisture barrier is not in an optimal state, the skin can be more susceptible to external stressors and transepidermal water loss, which can lead to dry, irritated skin. Natural Moisturizing Factors + PhytoCeramides includes plant-derived PhytoCeramides which help to improve the look of skin quality, for a fresher, more plumped appearance. This rich and replenishing cream is proven to immediately boost skin hydration by 68%<sup>2</sup>, helps reinforce the skin barrier, and offers all-day hydration.<sup>3</sup>

## A recommended regimen for dryness

Following The Ordinary's three-step regimen system—**prep**, **treat** and **seal**—here are some suggested products to use alongside Natural Moisturizing Factors + PhytoCeramides.

### Prep

Squalane Cleanser is a hydrating, balm-like cleanser that removes makeup and impurities from the skin, while supporting the skin's moisture barrier through hydration. This formulation is non-stripping, which makes it ideal for those who already experience dryness in the skin.

### Treat

Amino Acid + B5 is suitable for consumers of any age, who are looking to support and strengthen their skin barrier and brighten their skin tone with a lightweight product. This formulation significantly strengthens the skin barrier after 1, 4 and 8 weeks of product use.<sup>4</sup>

### Seal

Natural Moisturizing Factors + PhytoCeramides—the most nourishing moisturizer from The Ordinary—can then be used on top of Amino Acid + B5 to seal in the moisture and combat dehydration.

## The Ordinary

Natural Moisturizing Factors + PhytoCeramides

**\$26.50 CAD | \$22.50 USD | £20.00 | €24.10 | \$35.50 AUD | \$185 HKD | ₩30,500**

1. Independent efficacy study performed on 30 individuals over an 8 hour period.

2. Independent efficacy study performed on 30 individuals over an 8 hour period after 1, 4 and 8 weeks of product use.

3. Independent efficacy study performed on 30 individuals over an 8 hour period after 1, 4 and 8 weeks of product use.

4. Clinical study on 45 volunteers using product twice daily for 8 weeks.

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Additional information about The Ordinary may be found at:



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The O. Lab is a space for what's next from The Ordinary; and there is a lot to come. As one of the leaders in science-backed, ingredient-led education The Ordinary will launch 6 new formulations over a 5 month period to innovate, and strengthen its existing portfolio and continue its mission to champion the ingredient-led narrative.