

**[ comfort zone ]**  
**HYDRAMEMORY**

24hr  
double hydration

LIFESTYLE  
AND SKIN CARE  
GUIDE





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## WATER = HEALTH ESSENTIAL FOR LIFE

Liquids account for 70% of the body weight of an adult.

Water is essential for many vital processes: it regulates body temperature, it contributes to eliminating toxins and it enables the absorption of nutrients during digestion.

Furthermore, it is the main component of our organs: 75% of our muscles, 22% of our bones and 85% of our brain.

Sweating, temperature regulation and urination alone can lead to the elimination of more than 3 litres of liquids every day.

To keep the water balance and a condition of health and vitality, it is thus essential to restore the right amount of water.



## DEHYDRATION SYMPTOMS AND CONSEQUENCES

Thirst is a late alarm bell that arises when a strong level of dehydration is already present in the body.

Headache, fatigue, concentration difficulties, bad digestion, reduced physical performance, increased propensity to urinary infections and constipation can be all associated with insufficient hydration.

### DID YOU KNOW IT?

The intake of water is so much more essential than that of food: in fact we can resist and survive for up to 15 days without food, but not more than 4-5 days without water.

## WATER IN THE SKIN

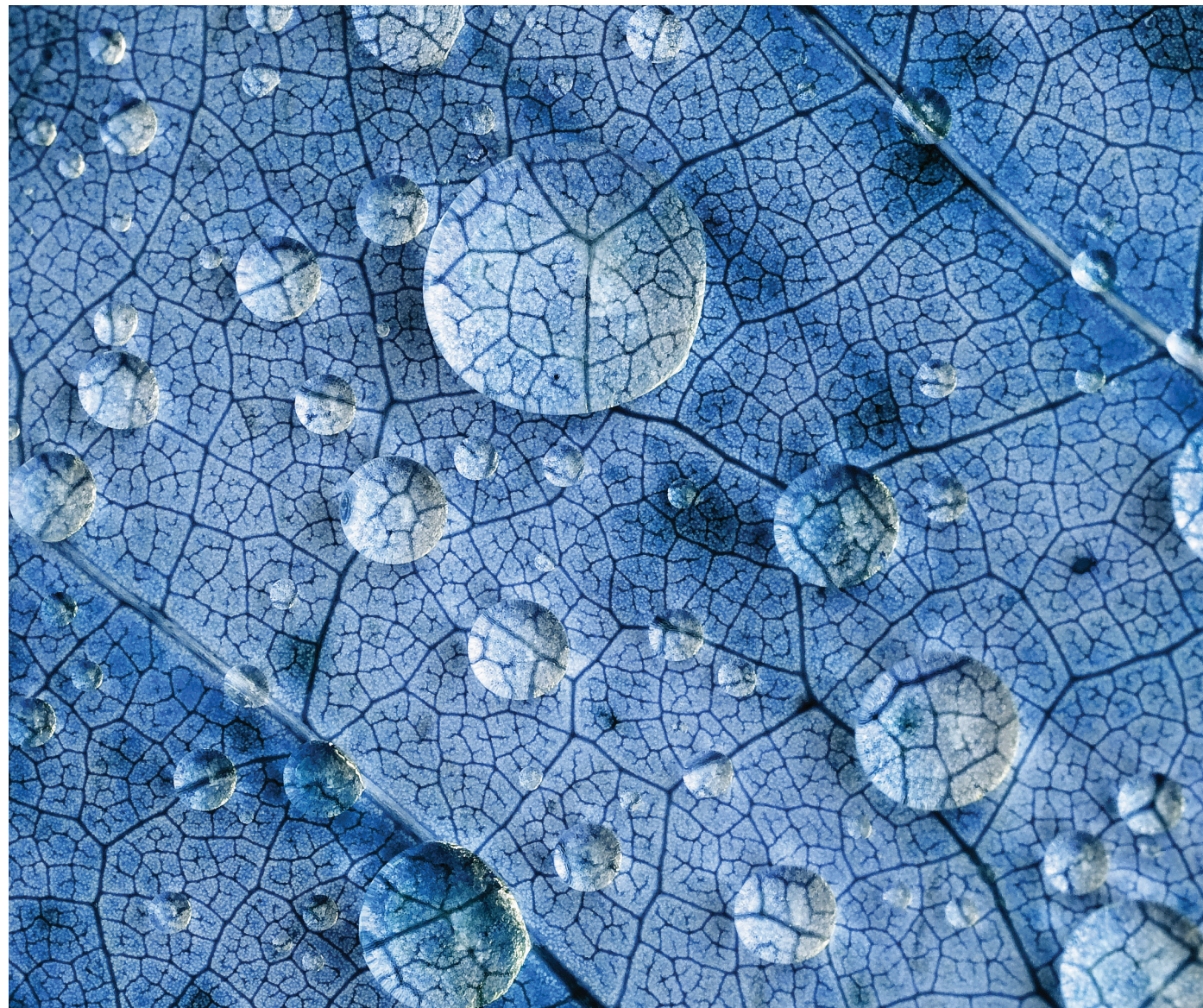
### NATURAL HYDRATION SYSTEMS

To maintain its optimal level of hydration, skin naturally avails itself of a double mechanism: THE BARRIER FUNCTION and THE WATER DIFFUSION.

The horny layer, the outermost layer of the epidermis, is composed of 20 to 35% water, and has the purpose of creating a protective barrier from the outside.

It is supported by the Natural Moisturizing Factor, the film of non-lipidic substances that reduces water evaporation.

The diffusion of water takes place thanks to aquaporins, the proteins that act as «channels» to transport water into the cell heart. Finally, hyaluronic acid acts as a sponge and creates a water reservoir in the skin.



## IS YOUR SKIN THIRSTY?

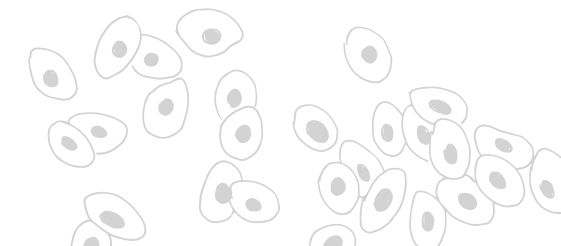
### HOW TO RECOGNIZE IT

Dehydration can depend on genetic causes, such as an impoverished hydro-lipidic barrier, but it is often due to environmental factors, lifestyle and diet.

When skin is "thirsty":

- › it looks **DULL** and **PALE**
- › it is **CHAPPED** and **UNEVEN** to the touch
- › it is more **SENSITIVE** to external agents
- › it **AGES** more easily

Proper hydration is thus essential to keep elasticity and a healthy and glowing skin.





## HYDRAMEMORY 24HR DOUBLE HYDRATION

From science and nature, introducing HYDRAMEMORY: this moisturizing line fosters a double hydration, strengthening the barrier function and favouring the optimal distribution of water throughout all skin layers.

Light “sorbet” textures quench skin thirst and give a feeling of freshness on the skin.

Free from silicones, parabens, mineral oils, with up to 99% of natural-origin ingredients.

## OUR PROMISE SCIENCE-BASED CONSCIOUS FORMULAS™

Since skincare products feed and nourish the skin, we are extremely rigorous about what we put in our formulas.

We select the finest natural-origin ingredients, the most advanced high-tech molecules and carrier systems.

Every ingredient is consciously chosen to guarantee the maximum efficacy, safety and sensoriality.

Silicones have been replaced by natural oils that ensure the same silkiness and softness for a “real active beauty” on the skin.



ALL PACKAGING COMPONENTS ARE RECYCLABLE

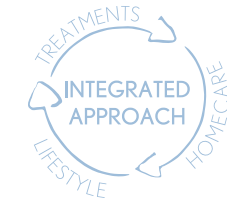
100% PAPER FROM RESPONSIBLE SOURCES

made in Italy with competence and care  
produced with electricity from renewable resources



## THE INTEGRATED APPROACH

[ comfort zone ] believes in an integrated approach to beauty and wellbeing. With our Scientific Committee, we propose a complete approach of products, treatments, and lifestyle tips to maintain your skin and body hydrated and healthy.



### HYDRAMEMORY FACIAL

Discover our deeply hydrating, antioxidant treatment. Restores compactness, nourishment and luminosity, contrast premature aging and leaves the skin silky. A unique pleasurable experience thanks to the specific application of the mask with the brushes and the exclusive Comfort Touch Face Massage.

## DO YOU KNOW OF ESSENCE?

A new skincare category that originated in Korea,  
designed to deliver the ingredients  
deep into the skin after cleansing.

Light as a toner, powerful like a serum, essences help to  
create a stronger, healthier and younger-looking skin.

## HYDRAMEMORY ESSENCE

+54% IMMEDIATE HYDRATION\*

11 hydration promoters

without fragrance

it maximizes the effectiveness of the serum

\*Clinical instrumental test carried out in an independent laboratory  
on 20 people using essence and serum



### ESSENCE concentrated hydrating lotion

99% natural-origin ingredients

with NMF complex  
suitable for all skins,  
every morning and evening  
before the serum

100 ml e 3.38 fl.oz. U.S.

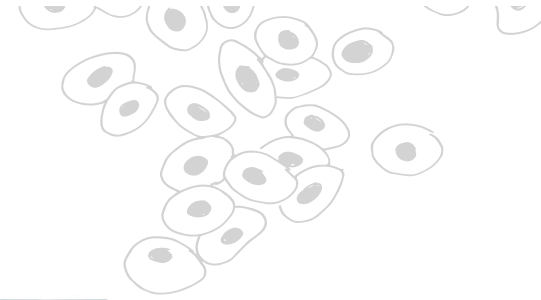


### SERUM 24hr hydration boosting serum

96% natural-origin ingredients

suitable for all skins,  
every morning and evening  
with biomimetic fragments of  
hyaluronic acid

30 ml e 1.01 fl.oz. U.S.



AND/OR



### CREAM GEL 24hr double hydration cream gel

92% natural-origin ingredients

recommended for normal or combination skin  
every morning and evening  
reinforce the skin's barrier and promote the  
optimal diffusion of water

60 ml e 2.13 oz. U.S. Net wt.



### CREAM 24hr double hydration cream

92% natural-origin ingredients

recommended for normal or dry skin  
every morning and evening  
reinforce the skin's barrier and promote the  
optimal diffusion of water

60 ml e 2.13 oz. U.S. Net wt.



### MASK immediate effect hydrating mask

97% natural-origin ingredients

suitable for all skins  
twice a week  
with a high concentration of  
hyaluronic acid

60 ml e 2.02 fl.oz. U.S.



### EYE GEL hydrating refreshing eye gel

98% natural-origin ingredients

morning and evening  
with metal applicator and  
polyphenols to refresh and de-puff

15 ml e 0.50 fl.oz. U.S.

## BEAUTY ROUTINE

## ACTIVE INGREDIENTS

### BIOMIMETIC FRAGMENTS OF HYALURONIC ACID

Thanks to its reduced dimensions, it can penetrate the skin and stimulate the synthesis of new hyaluronic acid.

### MACRO HYALURONIC ACID

Powerfully hydrating molecules which have a capacity to retain water. Quenches the skin and maintains its elasticity and softness.

### BLEND OF NATURAL EXTRACTS

Reinforces the defensive action of the skin's barrier and promotes an optimal homogenous diffusion of water within the skin.

### MORINGA OIL FROM FAIR TRADE CROPS

Rich in Omega 3, 6 and 9, vitamin E and phytosterols, it promotes a notable hydrating and antioxidant action. Provides a light lipidic supply which does not occlude the pores.



## LIFESTYLE TIPS WHEN AND HOW MUCH TO DRINK?

- › **TAKE FROM 2 TO 3 LITRES OF WATER PER DAY** 80% through what you drink, 20% through solid foods.
- › **A HEALTHY AWAKENING** Drink a glass of water at room or warm temperature with the juice of a squeezed lemon or a tablespoon of organic apple cider vinegar to help eliminate toxins, awaken the intestine and re-hydrate quickly.
- › **WATER AT MEALS: YES OR NO?** Avoid drinking at meals because water interferes with gastric juices and it may slow down digestion.
- › **DRINK BEFORE GETTING THIRSTY** Thirst is a late stimulus that arises when the body is dehydrated.
- › **DRINKING WATER IS NOT ENOUGH** taking the right amount of proteins and good fats rich in omega 3 is essential to have a correct hydrolipidic balance and retain water in the body.

## ECO-TIPS DO NOT WASTE WATER

- › **AVOID WATER IN PLASTIC BOTTLES** PET bottles, if exposed to the sun, may release substances that are potentially harmful for the body. Furthermore, if not recycled correctly, plastic bottles pile up in dumping grounds, ending up in rivers and oceans. It is better to choose a nice bottle to always carry with you. Eco-chic and healthier solution!
- › **CLOSE THE TAP** when you brush your teeth. With the tap open, water runs at about 6 litres per minute. Your smile will be equally white if you close the tap after wetting the toothbrush and re-open it just for rinsing!
- › **TAKE A SHOWER** instead of a bath. Every minute in the shower means consuming approximately 15-16 litres of water. Instead, to fill a bath requires about 150 litres.
- › **USE THE WASHING MACHINE AND DISHWASHER WITH FULL LOADS** to save energy and water. Also remember: you don't have to rinse dishes before putting them in the dishwasher!
- › **REUSE THE WATER** in which you have washed fruit and vegetables to water plants.



## WATER CHANGES EVERYTHING OUR COMMITMENT

Water is a primary need.

However, almost 700 million people in the world still do not have access to sources of clean drinking water. This means **1 PERSON OUT OF 10**.

The majority lives in isolated rural areas and has to walk for hours every day to find water for their families. This does not allow children to go to school, does not give parents time to look for a paid job. But especially, the water available is often infected and can cause serious diseases.

Thanks to charity: water, [ comfort zone ] contributes by bringing 5 community bio-sand water filters in Cambodia, serving 750 people. Every filter can clean 80 liters of water/day.

The **100% MODEL** of charity: water ensures that the entire donation directly benefits local populations.

Learn more and find out how you can help on:  
[www.comfortzone.it/water\\_changes\\_everything](http://www.comfortzone.it/water_changes_everything)

## HYDRATING RECIPES

### GAZPACHO WITH FRESH BASIL FOAM

#### Ingredients:

5.30 oz San Marzano tomatoes,  
chopped and core removed  
1/2 cup cucumber, peeled,  
seeded and coarsely chopped  
1/2 large red bell pepper, peeled, seeded  
and coarsely chopped  
1 spring onion bulb  
1 garlic clove, peeled  
1 tbsp olive oil  
1 tsp fresh lime juice

5 basil leaves  
5 raspberries (optional)  
salt to taste  
fresh chili peppers ( optional, no seeds)

#### For the basil foam

1 1/2 cups soy or almond milk  
5-6 basil sprigs  
1 garlic clove, peeled  
pinch of salt

**Prepare gazpacho:** place tomatoes, cucumber, bell pepper, spring onion, garlic clove, olive oil and fresh lime juice in a blender and blend until smooth. Add basil leaves, raspberries and salt to taste and process for one more minute until creamy. Strain and refrigerate until ready to serve.

**Prepare basil foam:** Remove the leaves from the basil sprigs. Bring milk to a boil with basil stems and garlic clove. Remove from heat, add salt and let cool. Remove stems and garlic clove, pour milk into a glass and add the basil leaves. Angle the blade of a hand blender and whip to obtain a foam. Pour the foam onto the gazpacho and serve immediately with toasted bread or diced vegetables. Use the non-foamy remainder in pasta or in a smoothie.



## HYDRATING RECIPES

### SIMPLE CHIA PUDDING

#### Ingredients

1 cup coconut milk or almond milk  
3 tbsp chia seeds  
1-2 tsp maple syrup, agave or honey (if not vegan)  
1/2 tsp vanilla extract  
1 kiwifruit, sliced  
2-3 strawberries, chopped  
toppings: almonds, pistachios, coconut flakes, granola

Place coconut milk, chia seeds, maple syrup or agave and vanilla extract in a bowl and whisk to combine. Cover and refrigerate for at least 2-3 hours or overnight (recommended). Whisk well and serve in a glass alternating layers of chia seed pudding with fresh fruit.

**Optional:** top with one tablespoon of almonds, pistachios, coconut flakes or granola according to your taste.

Depending on what kind of milk you're using, the thickness of chia pudding may vary.

Photos and recipes by Francesca Bettoni [www.beautyfoodblog.com](http://www.beautyfoodblog.com)

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SKIN SCIENCE SOUL

Discover more about our products, professional treatments and lifestyle recommendations at  
[www.comfortzone.it](http://www.comfortzone.it)