



ENVIRON™

press release

## **lonzyme® Focus Hydrating Serum**

Environ® continually strives to introduce new products to counteract the visible signs of ageing, which are caused by pollution, stress, poor diet and over exposure to the sun. lonzyme® Focus Hydrating Serum is specifically formulated as a light, but highly concentrated moisturising serum to treat dry skin, fine lines and photodamaged skin. The formulation was conceived as an alternative to Mesotherapy Hyaluronic Acid injections and is aimed at increasing the volume of the dermis, thereby reducing fine lines. The new lonzyme Focus Hydrating Serum contains Hyaluronic Acid Solution in a very high concentration for a topical preparation.

### **It contains amongst other ingredients:**

- Transcutol CG®: A penetrant enhancer
- LMW Sodium Hyaluronic Acid Solution: Hyaluronic Acid is a mucopolysaccharide that exists naturally in all living creatures. The acid solution used in this formula is derived from plants. It can hold up to 1000 times its own weight in water and is known to play a vital role in the ageing process once levels are depleted in the skin.

Within a few days from the first application, the skin will be noticeably more hydrated and feel plumped up.

lonzyme Focus Hydrating Serum works particularly well in association with the new Environ Cosmetic Focus-CIT™ or Environ Cosmetic Roll-CIT™ as these devices allow increased penetration of the serum into the active layers of the skin. The effect of the “needling” with the Focus-CIT or Roll-CIT causes micro channels into the horny layer (surface) of the skin. This layer is the main obstruction to entry into the skin. Once this layer has been breached, the Hyaluronic Acid can reach into the depths of the skin about 10,000 times more effectively than by simply applying an ingredient to the surface of the skin.

When the serum is used in conjunction with the Environ Cosmetic Focus-CIT or Environ Cosmetic Roll-CIT, or in association with low frequency Sonophoresis, the skin will be noticeably more hydrated and feel plumped up within a few days from the first application.

Environ lonzyme Focus Hydrating Serum is packaged in a 30ml dropper bottle.