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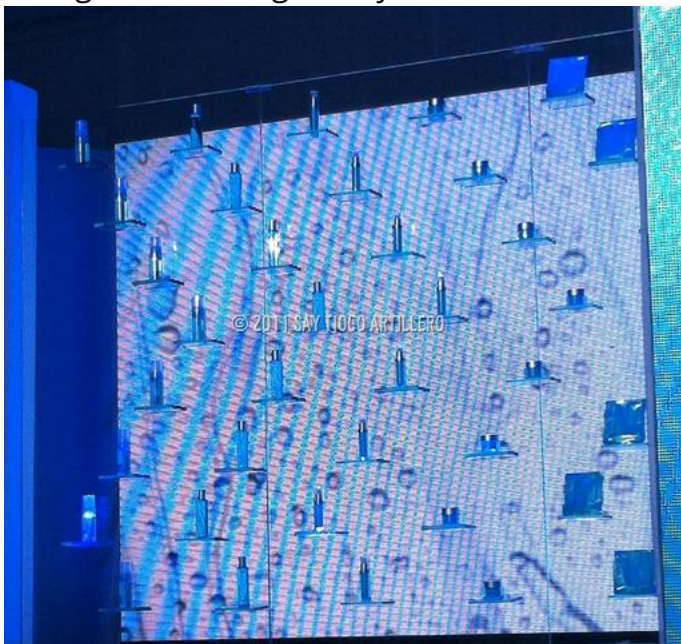
Thursday, June 2, 2011

Neutrogena Hydro Boost Press Launch: The secret to soft and supple skin

Neutrogena's latest breakthrough in skin care technology finally launched last May 31, 2011 at Whitespace, Makati City.



Introducing, the Neutrogena Hydro Boost Line!



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"With its breakthrough 12-hour progressive release system, your skin will continuously get up to 200% hydration it needs. It reduced dull appearance, fine lines and cracks to reveal smoother and more supple skin with a combination of advanced hydrating elements."

This line is your answer to these problems:

1. premature wrinkles
2. loss of radiance
3. sensitive skin accompanied by irritation, blotchiness and itchiness

As I've mentioned in my introductory post about the Neutrogena Challenge, there are numerous skin dehydrating activities that we mindlessly do everyday. I expounded on these activities more in this post. Since we cannot really avoid these situations all the time, **Neutrogena's Hydro Boost Regimen** is to the rescue



"Hydro Boost helps promote the skin's natural ability to create and hold on to its moisture to address the root cause of inner dryness. It contained technology that retains water longer for intense hydration to revitalize dry and tired skin."

Now let's go through the the products in the Hydro Boost line:



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Neutrogena Challenge Giveaway Winner

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1. **Neutrogena Hydro Boost Mousse Cleanser**—cleanses and balances skin's moisture level. The rich lather foams away impurities, while a special hydrating agent restores skin's natural moisture balance. For day and night use. 150ml/PHP445.50



2. **Neutrogena Hydro Boost Clear Lotion (Toner)**—immediately tones and refines skin without causing tightness. It gives a shower of fresh hydration for a dewy complexion. Use after cleansing, for day and night. 150ml/PHP458.00

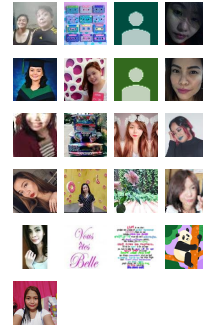


3. **Neutrogena Hydro Boost Water Gel**—its purified Hyaluronic Acid and Olive Extract continuously release moisture to the skin's surface while boosting skin cell's ability to retain water. For day and night use after Clear Lotion or Essence. 50g/PHP830.00

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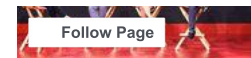
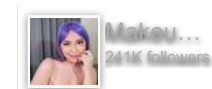
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4. **Neutrogena Hydro Boost Essence**—intensely moisturizing and deeply revitalizing, this rich essence powerful hydration properties to keep skin plump, bouncy, and supple. For day and night use; for intense hydration. After using the Clear Lotion, and before using the Water Gel, massage evenly to the face. 30ml/PHP999.00

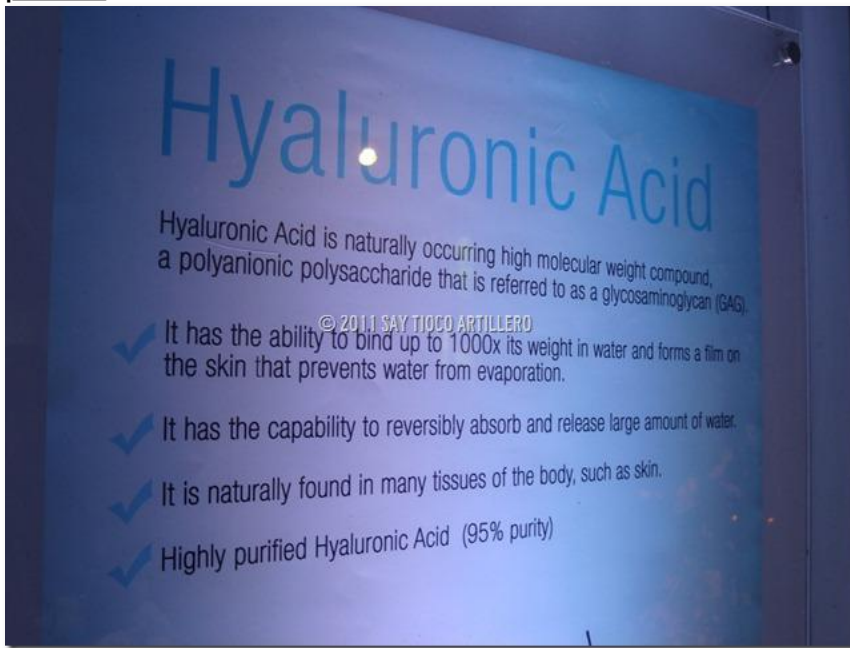


5. **Neutrogena Hydro Boost Mask**—boosts skin's moisture level 14 times. It is made with smart-fit fabric with 14,000 micro-holes to deeply infuse 25% more hydrating essence. Use as needed, at least once a week for deep and immediate hydration results. May also be used in the evening after cleansing and toning. Apply the mask and leave on for 15 minutes. Remove the mask and massage the remaining essence into your facial and neck area. Do not rinse, sleep with the essence. No need to apply the Water Gel after using the mask. 1pc/PHP198.00

Here is the reason why it works:

"Utilizing the latest technology, Hyaluronic Acid is condensed and formulated into a highly effective essence. Once applied on the skin, the **12-hour "Progressive Release System"** is automatically activated. Hydration is released steadily, providing up to 200% hydration to dry skin cells—hydration power that lasts the whole day. With the 12-hour Progressive Release System, it's like providing a virtual skin reservoir to your skin, which can provide moisture to dry skin cells when they need it, helping skin stay hydrated all day long."

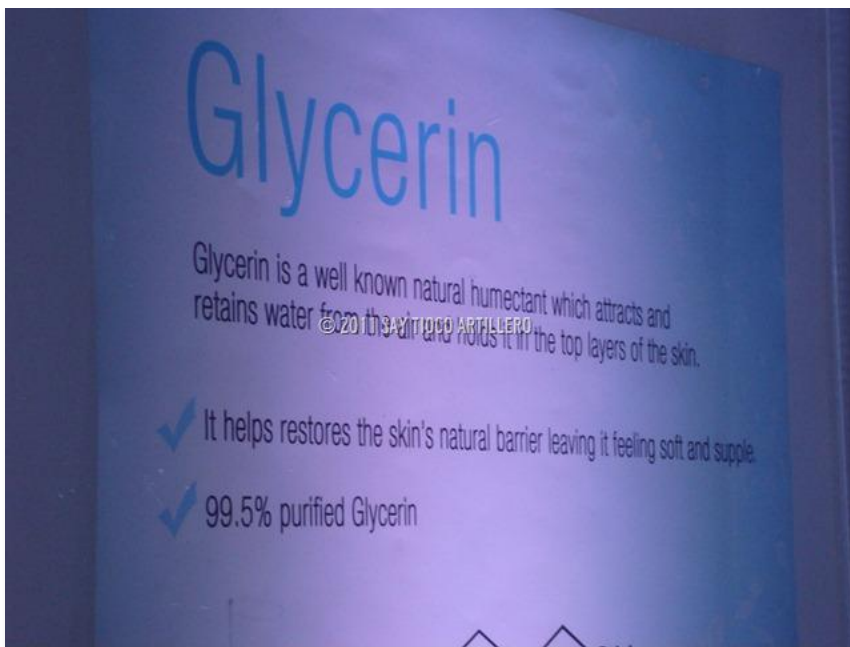
Now here are the key ingredients that are behind the effectiveness of the products:



1. **Purified Hyaluronic Acid**—*Hyaluronic Acid is the key compound that keeps our skin youthful. It works by binding to water molecules and holding up to 1,000 times its weight in moisture, resulting in more supple and smooth skin.*



2. **Olive Extract**—*known for its protective, moisturizing and antioxidant qualities, it is a complex combination of fatty acids, which is very similar to our skin's natural moisture shield.*



3. **Glycerin**—helps bind moisture to the skin's surface for optimal softening effect, and is a potent skin firming agent to stimulate natural improvement of the skin's support systems.



Reasons why consumers like it:

1. immediate results can be seen and felt
2. can be used in conjunction with or alternately with your current skin care regimen such as the Neutrogena Fine Fairness line
3. it provides the solution to dehydrated skin without the excess oils that most other products offer

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"Ideal skin is hydrated skin."

I will be coming up with in-depth reviews about each of the products in the Hydro Boost line in the coming days. Stay tuned!

Also, my **Neutrogena Challenge: Defy Skin Dehydration Giveaway** is still going on! **One (1) lucky reader of mine will get the chance to try out the product/s from the Hydro Boost line!** Read the mechanics here. You have until June 12th to

complete the challenge. Hurry and enter now! You have to clock in 5 days of observation to be able to enter.

*****To read about what transpired during the Neutrogena Press Launch (including the food we ate and the people I've met) please visit my personal blog, Je m'appelle Say, by clicking here.**



Special thanks to the Neutrogena Team for the invite, the free products, and for giving one lucky reader of mine a chance to try out the newest from Neutrogena.

Posted by Say Tioco Artillero at 8:29 PM



Labels: Events, Launching Party, Neutrogena, Product Overview

11 comments:



Michelle June 2, 2011 at 10:30 PM

This sounds sooooo cool!!!

Reply



Say Tioco Artillero June 2, 2011 at 11:50 PM

Mich, you should use these! Although you don't need it kasi you have perfect complexion already! But it really works talaga.

Reply

ateenadj June 3, 2011 at 12:18 AM

I wanna try this one but we don't have it here sa place namin. I really really want to try this out. :(Pwede ba to sa oily-skin? :)

Reply



Say Tioco Artillero June 3, 2011 at 2:13 AM

Then you should join the Neutrogena Challenge! You have until June 12th.

Reply



AteeNadj Nadj June 3, 2011 at 11:32 AM

Okay. I'll be joining this 5 days challenge. You're so kind enough to let me join your giveaway. :) After the 5th of my challenge then I will submit the form you

have provided. Am I right Say? But wait, everyday I'll jot down notes on what activities I have done including the actual date on that specific day and then right after 5th day I'll submit the google form? Correct me if I'm wrong. I'll also refer on the challenge you posted. Thanks again Say! And may I inform you that you're my number 1 fave blogger (here in Phils) aside to DulceCandy. :) God Bless!

Reply



Say Tioco Artillero June 4, 2011 at 11:13 AM

Be sure to clock in 5 days by June 12th--that's when the contest ends! Thanks for all the support Nadj.

Reply



Tessa June 4, 2011 at 9:09 PM

Wow. this is good news. i'm a big neutrogena fan. :) congrats on the free kit :) wish i could grab a kit too.

btw, just finished your challenge today. :)

Reply



Say Tioco Artillero June 4, 2011 at 9:21 PM

Hi Tessa! Congratulations on finishing the challenge! :) Keep your fingers crossed!

Reply

Anonymous June 20, 2011 at 5:56 PM

Hi i wanna try this product since i have a dull looking face and usually gets oily during mid of the day. Is it ok to use only the cleanser, toner and water gel only? coz its kinda pricey for me if im going to avail the complete set, since im just an ordinary girl who used to stay at home. oh and have u tried using their fine fairness? I dont know which of the two shall I avail. Can you give some advice? Thanks

Reply



Say Tioco Artillero June 20, 2011 at 9:12 PM

Hi Anonymous. Whatever you said is perfect! Cleanser, toner and water gel would do! I haven't tried the Fine Fairness line, dear. But if you're like me who has unbelievably dry skin, go for the Hydroboost! I guarantee you.

Reply



Reana PK July 18, 2022 at 5:31 PM

neutrogena hydro boost that goes beyond just skin surface level to deliver intensive and long-lasting hydration from within.

Reply

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