

Take a new step to hyaluronic heaven with top-selling skincare from Japan

Submitted by: Hada Labo Tokyo

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Japan's top-selling skincare brand is asking UK women to add a new step to their skincare routine and be rewarded with hydrated, glowing, healthy-looking skin.

Research carried out by Hada Labo Tokyo revealed that almost 60% of women said their skin was dry or dehydrated*.

Hada Labo (<http://www.gettheglowuk.com>), Japan's top-selling skincare range, believes there's hydration – and then there's super-hydration. Its Super Hydrator Lotion is formulated with three types of hyaluronic acid (HA) to make sure the molecules, which can retain up to 2,000 times their weight in water, don't just work ON the skin, but also deeper IN the skin. The matching lotion in the anti-ageing range contains four HAs and was shortlisted as a Moisturising Superhero in last month's 2019 Beauty Awards with ASOS.

The fragrance-free, non-comedogenic lotion, helps dehydrated and sensitive skins regain their plump and healthy glow (<http://www.gettheglowuk.com>).

Just apply the lotion to the face, neck and chest after cleansing and before moisturising. You can also use it over make-up if you need a boost during the day – It's like a drink of water for your skin!

A bottle of Super Hydrator Lotion sells in Japan every two seconds and now it is available to UK customers via Amazon and Amazon Prime at just £15.95 for a generous 150ml bottle (£16.95 for the anti-ageing option).

Once you've got glowing with the lotion, you'll want to try the other products in the Super Hydrating and Super Hydrating Anti-Ageing ranges.

The Super Hydrating range – recommended for women aged 16-40

- Super Hydrator Lotion (£15.95 for 150ml)
- Absolute Smoothing and Moisturising Cream (£16.95 for 50ml)
- Smoothing Anti-Fatigue Eye Cream (£14.95 for 15ml)
- Intense Hydrating Skin Plumping Gel (£19.95 for 50ml)
- Gentle Hydrating Cleanser (£11.95 for 150ml)

The Super Hydrating Anti-Ageing range – recommended for women 40+

- Super Hydrator Anti-Ageing Lotion, with Super Hyaluronic Acid, collagen and retinol (£16.95 for 150ml)
- Anti-Ageing Wrinkle Reducer Day Cream, with Super Hyaluronic Acid, Collagen and Retinol (£16.95 For 50ml)
- Special Repair Treatment Night Cream with Super Hyaluronic Acid and Tetrapeptides (£19.95 50ml)
- Deep Wrinkle Corrector Eye & Mouth Area Cream, with Super Hyaluronic Acid, Collagen and Retinol (£14.95 for 15ml)

#getthelaboglow!

Visit www.gettheglowuk.com For more information and a link to Amazon for speedy ordering

*Research carried out among 250 women aged 25-70

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A limited number of product samples are available.

To access further product images, information and factsheets, visit:

<https://pressreleases.responsesource.com/newsroom/HadaLaboTokyo>

