



A new era in skin care begins with eraclea and eraclea begins with the HylaSponge®System.

## The HylaSponge®System

The HylaSponge®System, a breakthrough in skin care technology developed by the Matrix Biology Institute, is based upon decades of research on the structure, function and uses of various forms of hyaluronic acid (hyaluronan), one of the molecular building blocks of our body's intercellular matrix. Using proprietary polymerization methods, a network of large hyaluronan molecular chain-assemblies is formed. This network is able to absorb and release relatively large volumes of water that may contain water-soluble molecules, much like a sponge: thus the name HylaSponge®.

## Benefits and Advantages

The HylaSponge®System acts like a "second skin": it hydrates the skin's surface layer and maintains movement of water, biologically active ingredients, such as vitamin C, and small water-soluble molecules toward the skin's deeper layers. The HylaSponge®System continues to effectively retain and deliver water and soluble ingredients even when it feels dry on the skin.

The proprietary combination of hyaluronans, and its intense hydrating properties, make the HylaSponge®System different from all the other forms of hyaluronic acid (hyaluronan) used for cosmetic and skin care products. The intense hydration reduces the appearance of fine lines and wrinkles while smoothing the skin.

# eraclea®

a new era in skin care

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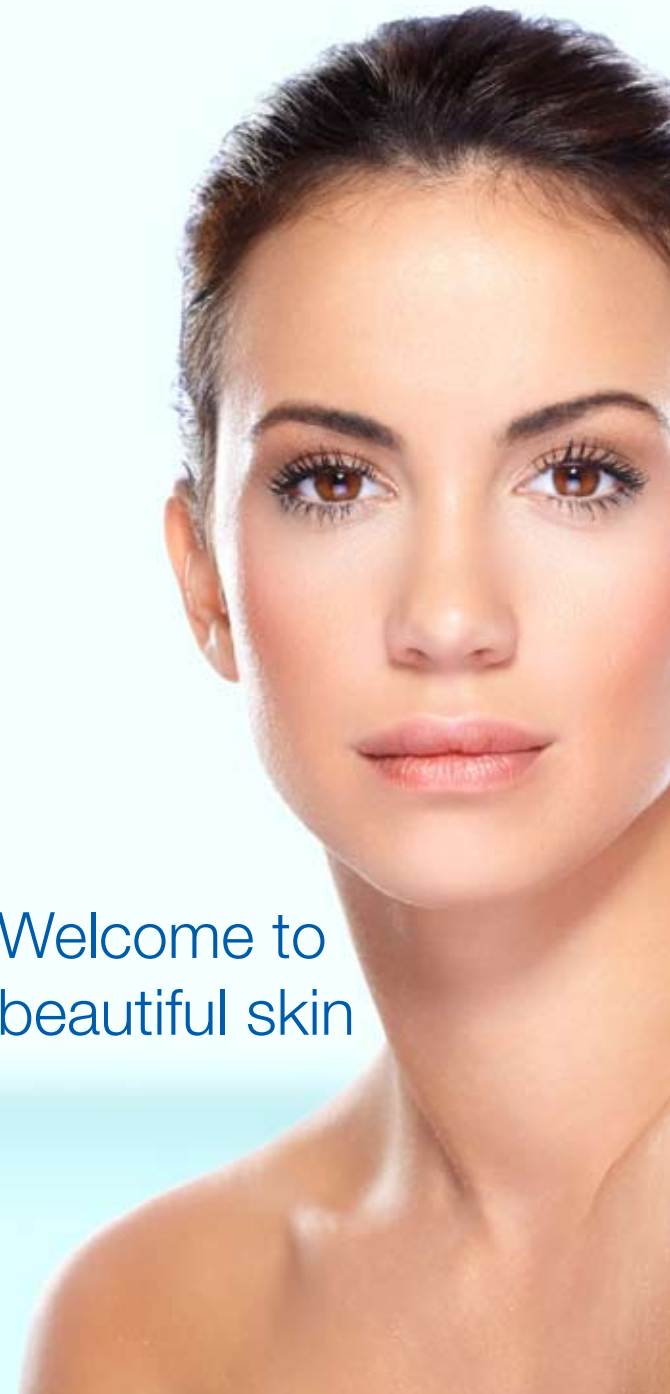
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# eraclea®

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Welcome to  
beautiful skin



## Eraclea® Skin Care

The eraclea® line of products ushers in a new era in skin care, an era in which medical research is applied to the science of younger looking skin.

Proper skin care begins with good hydration. Long lasting hydration is essential for healthy, younger looking skin, and eraclea products are formulated to provide this benefit for your skin.

All eraclea formulations contain a new, proprietary ingredient, scientifically designed to maintain the hydration that helps retain the youthful appearance of the skin. This efficacious ingredient is the result of a half-century of research. Its earlier forms were successfully used in medical and cosmetic applications. A carefully crafted combination of hyaluronan sponges and hyaluronans of various molecular weights, called the HylaSponge®System, is the key to the eraclea line's superior hydrating properties.

Each eraclea product features the HylaSponge®System in combination with select antioxidants, vitamins, peptides and botanicals, all chosen for their functionality within the formulations.

## Cleanse and Exfoliate

If you want your skin to look healthy and radiant the first steps are proper cleansing and exfoliation. **Cleansing** your skin removes impurities, oil and makeup to reveal fresh clean skin. Proper cleansing allows eraclea's hydrating products to work more effectively. **Exfoliation** is an important component of skin care. When you exfoliate, you're sloughing off dead skin and exposing the fresher, brighter, younger cells beneath, and improving skin tone.

**Purifying Gel Cleanser**  
for normal to oily skin



**Purifying Cream Cleanser**  
for dry skin



**Daily Bamboo Exfoliant**



## Hydrate

The HylaSponge®System provides major benefits as a component in eraclea® formulations. When combined with select anti-oxidants, vitamins, peptides, and botanicals, all chosen for their functionality within the formulations the products deliver optimum results: hydration is guaranteed while reducing the appearance of fine lines and wrinkles.

**Intensive Hydrating Day Cream**



**Restorative Hydrating Night Cream**



**Hydrating Day Lotion**  
for normal to oily skin



**Pure Hydration Serum/Zinc**



**Eye Surround Cream**



## Repair and Protect

Your skin deserves protection from daily exposure to the sun's damaging rays and environmental conditions that cause premature aging. Visible signs of aging, those fine lines and wrinkles, are caused by tiny molecules known as 'free radicals.' Free radicals dramatically multiply with exposure to sun, air pollution and other environmental assaults. eraclea® repair and protect products provide anti-oxidant protection for free-radical damage, to improve skin texture, smoothness, tone and clarity.

**Intensive Repair and Protect Serum/Vitamin C**



**5 Night Perfecting Peel**

