# **Nourish RiceMoss** HyaQuench™

# Quench Your **Skin Thirst**

120 hours of deep hya-dration for dry, dehydrated skin

#RiceMossHya

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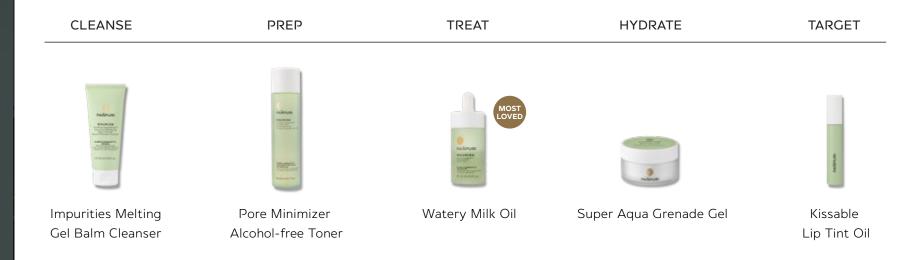
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NOURISH

NOURISH RiceMoss HyaQuench<sup>®</sup> Gel Aqua Grenade Gel Gel Aqua Bombe

# NOURISH RiceMoss HyaQuench<sup>™</sup>





Moisture Supercharge Aqua Grenade Cream

## Dry vs Dehydrated skin

#### SKIN TYPE (Oil Level)



**DRY SKIN** Lacks natural oils



**NORMAL SKIN** Perfect balance of oils

#### SKIN CONDITION (Water Retention Level)



**DEHYDRATED SKIN** Lacks water and hydration Dry Skin Skin type caused by lack of oil production

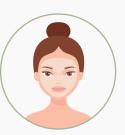
#### Dehydrated Skin

Skin condition caused by lack of water retention inside your skin

You can actually have an oily complexion but still have dehydrated skin



**COMBINATION** Oily T Zone, normal cheeks



**OILY SKIN** Oiliness all over

# How to Identify Dry vs Dehydrated Skin?

Do you experience any of these symptoms?

- Dry, flaking skin
- Irritated skin
- Dull skin
- Make up does not apply well on the skin
- Skincare does not absorb well

If you score **3 out of 5**, you might have dehydrated skin!



# **Deep Hya-Dration in 3 Steps**

NOURISH RiceMoss HyaQuench<sup>™</sup>



## HYDRATE

#### HyaQuench™

Instantly and deeply hydrate with the HyaQuench<sup>™</sup>, an innovation of 8 different sizes of Hyaluronic Acid working to target every skin layer.



## LOCK

#### **Rice Amylopectin**

Inspired by Asia's best kept beauty secrets. Creates the strongest protective wall for the skin to lock in moisture up to 120 hours.



# STRENGTHEN

#### MossCell Technology

The first and oldest plant on earth. Helps strengthen the skin barrier to be more resilient to climate change and environmental aggressors.

# Hydrate

**HyaQuench™** Deeply activating formula with the smallest size of Hyaluronic Acid.

Proprietary Ingredient from PAÑPURI

- 8 sizes of Hyaluronic Acid targeting every skin layer
- **5kDa:** The **smallest size** for fast and deep penetration into the skin
- 600 times smaller than common Hyaluronic Acid.
- Acts as a magnet to pull moisture from the surroundings and serves as a water reservoir to regulate and retain moisture in your skin

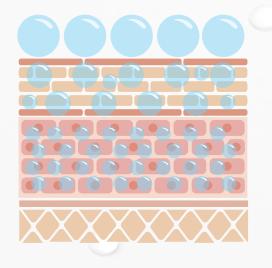
**1 gram of Hyaluronic Acid** can attach and hold up to approximately **6 liters of water** 

#### 3000kDa



# YES, Size Does Matter!

With 8 sizes of Hyaluronic Acid



#### Large Hyaluronic Acid

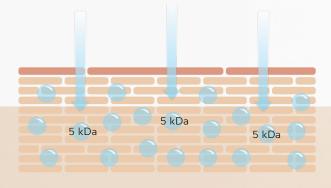
Acts as a glue to adhere to your skin with water from the surroundings.

#### Oligo - The smallest Hyaluronic Acid

Deeply penetrates your skin to replenish and fix your dehydration issue.

# The Smallest Size of Hyaluronic Acid

Fast and deep penetration to all skin layers



New Innovation from PAÑPURI **HyaQuench™** 

The smallest 5kDa Hyaluronic Acid Fast-absorbing and deeply penetrates into every skin layer.

# Lock

**Rice Amylopectin** forms the strongest moisture holding matrix on the skin to lock moisture up to **120 hours** 

Through various searches across the country, PAÑPURI discovered a species of sticky rice named Oryza Sativa Var. Glutinosa which contains the richest concentration of Rice Amylopectin.

- Generates protein, lipids (fatty acids) and ceramides that help to protect the skin
- Provides immediate relief for dry skin
- Moisture holding matrix to lock and seal in moisture for up to 120 hours

# Inspired by Asia's Best Kept Beauty Secret

From the northeastern region of Thailand known for its fertile land that grows quality sticky rice.

The source of rice we use is produced and complies with the COSMOS standard for Natural and Organic Cosmetics.

# **#PATHTOZERO**

Another Sustainably-Sourced Collection



#### PAÑPURI SUSTAINABILITY INITIATIVES

#### ZeroWaste

The Rice Amylopectin used is obtained from food industry by-products and waste products resulting from refining rice grains (known to be highly nutritional), thus helping to reduce food waste.

#### ZeroHunger

With rice being the most consumed food in the world, especially in Asia, it is in our awareness not to interfere with the human food chain by using the by-products that would have been food waste.

# Strengthen

MossCell Technology Strengthens Skin Barrier

- Awarded Best Active Ingredient in the world in 2019
- An innovative technology that enables a large scale of sustainable moss production
- With its high resilience, **MossCell Technology** helps to strengthen **the natural skin barrier**
- Enables the skin to be resilient and adaptive to sudden climate change and external aggressors i.e. pollution and UV rays







SEPAWA INNOVATION AWARD 2018 3" Prize





## The Undefeatable Moss

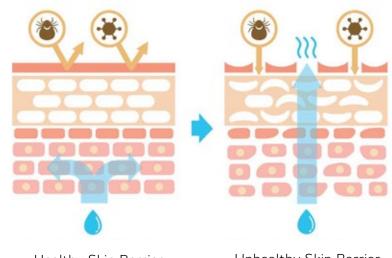
The First and Oldest Plant on Earth

- Having been around for over 470 million years, it's proof that it's very adaptable and can resist climate change and survive until today
- Moss is able to survive several freeze-thawing cycles. This extraordinary resilience is due to the presence of cold genes that are unique to moss
- Moss is a great natural air pollution filter

# The Importance of the Skin Barrier

#### 4 skin barrier functions

- 1. Locks moisture within the skin.
- 2. Acts as a preventive wall to protect skin cells from microbial, pollution, external aggressor and climate change.
- 3. Prevents skin cell oxidation.
- 4. Improves tight conjunction of lipid layer (fatty layer) to prevent sagging skin.



Healthy Skin Barrier

Unhealthy Skin Barrier

# NOURISH RiceMoss HyaQuench<sup>™</sup> Watery Milk Oil

YOUR SKIN SMOOTHIE MILKSHAKE FOR DEEPLY HYDRATED AND NOURISHED SKIN

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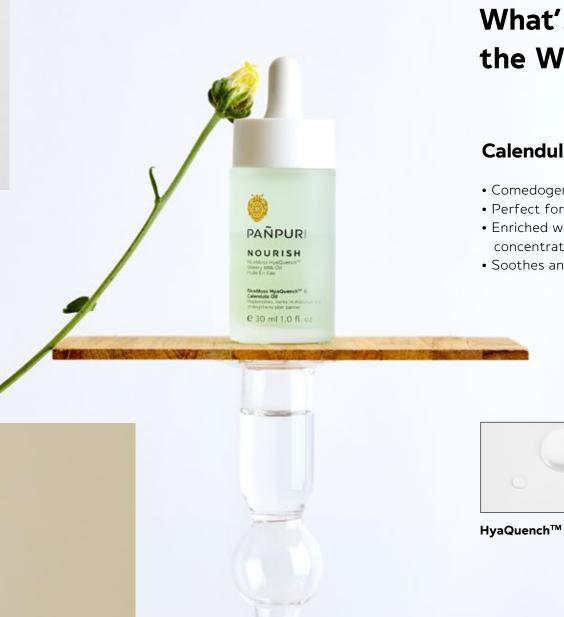
C 30 ml 1.0 fl

- Deeply hydrate your skin in 3 steps: Hydrate, Lock, Strengthen
- Replenish both **oil** and **water** in the skin
- For plump, hydrated and smooth skin

# SHAKE TAP HYA-DRATE

Pre-Serum: A revolutionary 2-in-1 formulation combining the richness of oil and the power of serum by turning into a milky emulsion when shaken well.For deeply hydrated and nourished skin.





# What's Inside the Watery Milk Oil?

#### **Calendula Oil**

- Comedogenic rating = 0 = no pore clogging
- Perfect for sensitive skin
- Enriched with Vitamin E and the highest concentration of fatty acid
- Soothes and calms skin





Amylopectin

Rice



MossCell Technology

## **#SHADESOFCLEAN**

The green tint is a natural color from chlorophyll, which is extracted from seasonal harvests. As they do not use synthetic colors, each bottle may come in a variety of shades and tones.

## NOURISH RiceMoss HyaQuench<sup>™</sup> Watery Milk Oil

91% reported more moisturized skin immediately after application

**95%** reported **moisturizes dry and flaky patches immediately** after application

91% reported skin doesn't feel sticky after application

95% reported skin texture feels improved

Based on an independent clinical study (Self-assessment Questionnaire) by Spincontrol Asia on 22 participants after 1 week of application.

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#### NOURISH

RiceMoss HyaQueech<sup>16</sup> Watery Milk Oil Hule En Eau

RiceMoss HyaQuench<sup>™</sup> & Gelendule Oil Repressions, locks in monstant and throughness skin bacher C 30 ml 1.0 fl, oz.



STEP 2 Oil

ArunaYouth™ **Bakuchiol Oil** 

# NOURISH RiceMoss HyaQuench<sup>™</sup> Impurities-Melting Gel Balm Cleanser

ONE-STOP CLEANSER NO HASSLE FOR DOUBLE CLEANSING!

- Effectively remove all makeup and impurities
- Gentle for face, eyes, lips (ophthalmologically tested)
- **Protective film** from Hyaluronic Acid and Squalane to retain skin's natural moisture for soft, bouncy skin
- · No double cleansing needed
- Normal to dry skin

#### HYBRID TEXTURE



Gel Balm



**Oil** upon

massage



Milk upon adding water



# NOURISH RiceMoss HyaQuench<sup>™</sup> Pore Minimizer Alcohol-free Toner

BALANCES THE SKIN'S PH LEVEL, MINIMIZES PORES AND PREPS SKIN FOR SKINCARE REGIMEN

Enriched with Triple Organic Plant Waters (Witch Hazel, Rose and Peppermint Waters) to tone, moisturize, and maintain skin's pH levels
Buchu Leaf Extract to minimize pores PAÑPURI NOURISH See Minimizer See Minimizer See Minimizer See Servecteur de Pores

BoxNoss HyaQuench<sup>Ter</sup> & hya Organic Plant Waters wit Bothe Leaf James pri level, minimizes pores repeos for next-step skincare

e200 ml 6.7 fl.oz.



NOURISH BoeMoss HyaQuench<sup>TM</sup> Pare Minimizor Schol-free Toner Tongue Correcteur de Pores

BorMoss HyaQuench™ &

with Buchw Leaf

Triple Organic Plant Waters

Balances pH level, minimizes pores-

ind preps for heat-step skincare

e200 ml 6.7 fl.oz.



NOURISH ReeMoss HyaQuench<sup>3</sup> Pare Minimizer Alcohol-free Toner Tonque Correcteur de Pores

BiceMoss HyaQuench<sup>IM</sup> & Triple Organic Plant. Waters with Bochu Leaf Suarces pH level, minimizes poread peps for next-step Skincare

e 200 ml 6.7 fl.oz.

**Tips:** Put in the fridge for a cooling sensation which will help to minimize pores and calms the skin.

# NOURISH RiceMoss HyaQuench<sup>™</sup> Super Aqua Grenade Gel

DEEPLY HYDRATES AND SOOTHES SKIN WITH LIGHT TEXTURE

- **Hydrate:** Instantly and deeply nourish with HyaQuench<sup>™</sup>
- Lock: Seal in moisture for up to 120 hours with Rice Amylopectin
- **Strengthen:** Strengthen skin barrier for resilient skin
- Shine and oil control
- Soothe skin
- Normal to oily skin

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#### NOURISH

RiceMoss HyaQuench™ Super Aqua Grenade Gel Gel Aqua Bombe

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**Tips:** Put in a fridge for cooling sensation for an instant skin refresher or an overnight mask.

# NOURISH RiceMoss HyaQuench<sup>™</sup> Super Aqua Grenade Gel

100% reported immediately moisturizes dry and flaky patches\*

100% reported **quickly absorbs** into the skin and it doesn't feel sticky or oily\*

100% reported skin texture feels improved, softer and more supple\*

95% reported that the product helps to protect skin in extreme hot and cold weather\*\*

\*Based on an independent clinical study (Self-assessment Questionnaire) by Spincontrol Asia on 21 participants after immediately application \*\*Based on an independent clinical study (Self-assessment Questionnaire) by Spincontrol Asia on 21 participants after 4 weeks of application

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# NOURISH RiceMoss HyaQuench<sup>™</sup> Moisture Supercharge Aqua Grenade Cream

INSTANTLY AND DEEPLY HYDRATE WITH ANTI-DRY PATCH TECHNOLOGY

- **Hydrate:** Instantly and deeply nourish with HyaQuench<sup>™</sup>
- Lock: Seal in moisture for up to 120 hours with Rice Amylopectin
- **Strengthen:** Strengthen skin barrier for resilient skin
- With super charge and anti-dry patch technology
- Suitable for normal to dry skin



**NOURISH RiceMoss** HyaQuench<sup>™</sup> **Moisture Supercharge Aqua Grenade Cream** 

41% increase in skin moisture\*

100% reported skin is more moisturized immediately after application\*\*

**100%** reported that the product helps to protect skin in extreme cold weather\*\*

95% reported longer lasting moisturization than regular moisturizer\*\*

\*Based on an independent clinical study (Corneometry) by Spincontrol Asia on 19 participants after 1 week of application \*\*Based on an independent clinical study (Self-assessment Questionnaire) by Spincontrol Asia on 19 participants after 4 weeks of application.

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RiceMoss HyaQuench Moisture Supercharge Aqua Grenade Cream

Crème Hydratante

Aqua Bombe

# NOURISH RiceMoss HyaQuench<sup>™</sup> Kissable Lip Tint Oil

INSTANTLY PLUMPS FOR SMOOTHER, FULLER-LOOKING LIPS

• **2X moisturization** from Wild Mango Butter compared to Shea Butter

- Hyaluronic Filling Sphere Technology™ for plump and fuller-looking lips
- No greasy sensation
- Hint of natural red color from Alkanet root extract
- Natural food grade flavor that blends Orange with Lavender and Mint



## parison of Oil/Gel/Cream



RiceMoss HyaQuench™ MilkShake



• Balances the skin, reduces

sebum production and

RiceMoss HyaQuench™ Aqua Gel

tightens pores • Shine and oil control

Buchu Leaf



RiceMoss HyaQuench™ Supercharge Cream

#### Buchu Leaf

- Minimizes dry, flaky patches
- Reduces roughness and skin discomfort
- For plump, supple, healthy skin

- Calendula Oil ts • Replenishes of
  - Replenishes oil to the skin
  - Enriched with Vitamin E and the highest concentration of fatty acid as linoleic acid
  - Comedogenic rating = 0
  - Soothes and calms skin
  - Prep the skin before the next treatment
  - Replenishes both oil and water to the skin

## • Deeply hydrates and soothes skin with light texture

- Gel's cooling sensation
- Reveals plump, hydrated skin with a beautiful matte finish
- Instantly and deeply hydrates with anti-dry patch technology
- Reverses the 5 symptoms of dehydrated skin: roughness, dullness, flakiness, tightness and redness
- Resulting skin becomes visibly smoother and healthier

# **Comparison of Oil/Gel/Cream**

		PAÑPUR				
	RiceMoss HyaQuench™ MilkShake	RiceMoss HyaQuench™ Aqua Gel	RiceMoss HyaQuench™ Supercharge Cream			
Texture	<b>Pre-serum : A revolutionary</b> <b>2-in-1 formulation</b> combining the richness of oil and the power of serum by turning into a milky emulsion when shaken well. Bi-phase green natural color from chlorophyll. Lightweight than Serum and Oil.	Green intense hydration grenade <b>gel.</b> Rich yet non-greasy texture.	Light green intense hydration grenade <b>cream.</b>			
Layering	Prep skin before Serum	After Serum and Oil	After Serum and Oil			
Usage	Day/Night	Day/Night	Day/Night			
Suitable	All skin types	Normal to Oily skin type	Normal to Dry skin type			

# Clean Promise PAÑPURI Path To Zero

NOURISH collection designed under Naked Packaging concept >> Reduce carbon footprint by 48% compared to regular packaging

\*No outer box except for RiceMoss HyaQuench<sup>™</sup> MilkShake and Lip Tint Oil products to save carbon footprint by 48%





Find the right routine for you

### Normal Skin:

Age-Freeze against time, helps reduce the appearance of fine lines and wrinkles, improves firmness

Cleanse			Treat &	Hydrate		Target	Protect	Complimentary Products
Image: Constraint of the second s	OR ArunaYouth™ Cleansing Powder Use this gentle scrub every morning and evening	HyaQuench™ MilkShake Intensely hydrates skin quickly with this Pre-Serum	This skin-mergency serum takes care of fine lines, and protects and repairs skin	Image: ArunaYouth™ Bakuchiol OilRevives skin overnight	ArunaYouth™ Cream Minimizes the appearance of fine lines and replenishes moisture up to 72 hours	ArunaYouth™ 360° EyeLift Treatment Minimizes appearance of crow's feet around eyes and lids	LOTUS DEFENSE™ Mineral Sunscreen SPF 30 Gentle sunscreen protection (SPF 30). Non-oily, non-sticky.	With the second se

### Normal Skin:

Reduce the appearance of dark spots and brighten skin

Cleanse			Treat & Hydrate	3	Target	Protect	Complimentary Products
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ArunaYouth™ Cleansing Emulsion	LOTUS DEFENSE™ Gentle Cleansing Foam	HyaQuench™ MilkShake	LOTUS DEFENSE™ Brightening Serum	LOTUS DEFENSE™ Face Treatment Oil	LOTUS DEFENSE™ Intensive Eye Treatment	LOTUS DEFENSE™ Mineral Sunscreen SPF 30	HyaQuench™ Supercharge Cream
Completely removes make-up	Gently cleanses every morning and evening	Intensely hydrates skin quickly with this Pre-Serum	This serum reduces appearance of dark spots		Minimizes the appearance of fine lines and replenishes moisture up to 72 hours	Gentle sunscreen protection (SPF 30). Non-oily, non-sticky.	Day and Night cream helps moisturize and fix dry, flaky skin.
							Instance in a manufacture in a manufacture in a manufacture
							LOTUS DEFENSE™ Overnight Mask
							Sleeping mask for rejuvenating skin overnight to appear brighter and more moisturized

**Normal-Dry Skin:** For hydrating, smoothening and plumping skin

Cleanse	Prep	Treat & Hydrate		Target	Protect	Complimentary Products
University of the second seco	HyaQuench <sup>™</sup> Alcohol-free Toner Alcohol-free toner helps minimize pores	HyaQuench™ MilkShake Intensely hydrates skin quickly with this Pre-Serum	HyaQuench <sup>™</sup> Supercharge Cream Day and Night Cream for solving dry and flaky skin.		LOTUS DEFENSE™ Mineral Sunscreen SPF 30 Gentle sunscreen protection (SPF 30). Non-oily, non-sticky.	Image: State Sta

**Combination-Oily Skin:** For hydrating, brightening and minimizing pores

Cleanse		Prep	Treat &	Hydrate	Target	Protect	Complimentary Products
ArunaYouth™ Cleansing Emulsion Completely removes make-up	R LOTUS DEFENSE™ Gentle Cleansing Foam Gently cleanses every morning and evening	HyaQuench <sup>™</sup> Alcohol-free Toner Alcohol-free toner helps minimize pores		HyaQuench™         Aqua Gel         Day and Night gel         to moisturize skin         for 120 hours		LOTUS DEFENSE™ Mineral Sunscreen SPF 30 Gentle sunscreen protection (SPF 30). Non-oily, non-sticky.	Image: provide the second

**Dry Skin:** Age-Freeze for youthful skin, reduce appearance of wrinkles and fine lines, improve firmness

Cleanse	Treat & Hydrate				Target	Protect	Complimentary Products
Image: An and a set of the	HyaQuench™ MilkShake Intensely hydrates skin quickly with this Pre-Serum	ArunaYouth™ SOS Serum This skin-mergency serum takes care of fine lines, and protects and repairs skin	ArunaYouth™ Bakuchiol Oil Revives skin overnight	ArunaYouth™ Cream Minimizes the appearance of fine lines and replenishes moisture up to 72 hours	ArunaYouth™ 360° EyeLift Treatment Minimizes appearance of crow's feet around eyes and lids	LOTUS DEFENSE™ Mineral Sunscreen SPF 30 Gentle sunscreen protection (SPF 30). Non-oily, non-sticky.	With the image of t

#### **Dry Skin:** Reduce the appearance of dark spots and brighten skin

Cleanse	Treat & Hydrate			Target	Protect	Complimentary Products
Image: Constraint of the second se	skin quickly with	LOTUS DEFENSE™ Brightening Serum This serum reduces appearance of dark spots	Treatment oil for	Image: Construction of the lines and replenishes noisture up to 72 hours	LOTUS DEFENSE™ Mineral Sunscreen SPF 30 Gentle sunscreen protection (SPF 30). Non-oily, non-sticky.	UpperformUppercharge CreamDay and Night cream helps moisturize and fix dry, flaky skin.Upperform

**Combination-Oily Skin:** Age-Freeze skin to appear more youthful, reduce appearance of wrinkles, improve skin firmness

Cleanse		Prep		Treat & Hydrate		Target	Protect	Complimentary Products
C ArunaYouth™ Cleansing Emulsion Completely removes make-up	OR ArunaYouth™ Cleansing Powder Use this gentle scrub every morning and evening	HyaQuench <sup>™</sup> Alcohol-free Toner Alcohol-free toner helps minimize pores	Untersely hydrates skin quickly with this Pre-Serum	ArunaYouth™ SOS Serum This skin-mergency serum takes care of fine lines, and protects and repairs skin	ArunaYouth™ Bakuchiol Oil Revives skin overnight	ArunaYouth™ 360° EyeLift Treatment Minimizes appearance of crow's feet around eyes and lids	LOTUS DEFENSE™ Mineral Sunscreen SPF 30 Gentle sunscreen protection (SPF 30). Non-oily, non-sticky.	With the two products of the two products of

**Combination-Oily Skin:** Reduce the appearance of dark spots and brightens skin

Cleanse		Prep		Treat & Hydrate		Target	Protect	Complimentary Products
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ArunaYouth™ Cleansing Emulsion	LOTUS DEFENSE™ Gentle Cleansing Foam	HyaQuench™ Alcohol-free Toner		I LOTUS DEFENSE™ Brightening Serum		LOTUS DEFENSE™ Intensive Eye Treatment	LOTUS DEFENSE™ Mineral Sunscreen SPF 30	HyaQuench™ Aqua Gel
Completely removes make-up	Gently cleanses every morning and evening	Alcohol-free toner helps minimize pores	skin quickly with	This serum reduces appearance of dark spots	Treatment oil for moisturizing and brightening skin	Minimizes the appearance of fine lines and replenishes moisture up to 72 hours	Gentle sunscreen protection (SPF 30). Non-oily, non-sticky.	Day and Night gel helps moisturize skin for up to 120 hours.
				1 1 1 1 1				radium To registratif To registratif
								LOTUS DEFENSE™ Overnight Mask
				1 1 1 1 1 1				Sleeping mask for rejuvenating skin overnight to appear brighter and more moisturized

# PANPURI NOURISH Bendoss HyaQuench<sup>10</sup> Bendoy Milk Oll Bendoy Milk Oll Bende En Eau

sterMass HyaQuench™ & Calendula Oli polerishes, locks in moisture and strengthens skin barrier

e 30 ml 1.0 fl. oz.

Skincare FAQ



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LOTUS DEFENSE -LOTUS Greatment Oil Face Treatment Oil Hulle De Soin Visage

Reduces wrinkles, sress and hydrates C 30 ml 1.0 fl.oz.

# Similar but Different Serum vs Oil

#### Oil

• Revives and nourishes for plumper, firmer and healthier skin

- Large molecules to protect the skin from external aggressors
- Absorbs quickly to repair skin

#### Serum

- Deeply nourishes the skin to target skin worries for visible results
- Small molecules
- Absorbs quickly to repair skin

### **Duo Skincare to WOW**

Because our skin deserves to be protected and repaired, we need both of these duos for maximum efficacy.



#### Serum

• ArunaYouth<sup>™</sup> SOS Serum is formulated with ArunaYouth<sup>™</sup> Complex as it is a high-performing key ingredient that helps repair and protect the skin from within

#### Oil

+

╋

 ArunaYouth™ Bakuchiol Oil has 1.0% concentration of the plant-based Bakuchiol that helps revives and restores collagen to become more youthful overnight



 LOTUS DEFENSE™ Brightening Serum adds brightness while minimizing the appearance of dark spots with key extracts of the lotus flower and lotus seed • LOTUS DEFENSE™ Face Treatment Oil uses extracts of the lotus and 5 organic oils, such as marula and jojoba, to help bring moisture to the skin

# What type of moisturizer is suitable for you?

HyaQuench<sup>™</sup> Aqua Gel vs Supercharge Cream

#### PAÑPURI

NOURISH RiceMoss HyaQuench<sup>TW</sup> Moisture Supercharge Aqua Grenade Cream Crème Hydratante Aqua Bombe



RiceMoss HyaQuench™ Super Aqua Grenade Gel Gel Aqua Bombe

#### NOURISH RiceMoss HyaQuench™ Moisture Supercharge Aqua Grenade Cream

- For Normal-Dry Skin
- Suitable for colder weather conditions
- Perfect for people struggling with dry, flaky skin
- Locks in hydration for up to 120 hours

#### NOURISH RiceMoss HyaQuench™ Super Aqua Grenade Gel

- For Normal-Oily Skin
- Soothing lightweight gel, absorbs easily
- Suitable for hotter weather conditions
- Locks hydration for up to 120 hours