

PRO+ ECTOIN SOOTHING CREAM

This new cream for sensitive skin contains the must-have chaga mushroom extract, found to be as effective for the skin as a five day relaxation cure!

EVOLVE
ORGANIC BEAUTY



RRP: £32 - 60ml

LAUNCHING ON: 14/04/23

LINK:

<https://www.evolvebeauty.co.uk/products/moisturiser-for-sensitive-skin>

Soothe, restore and protect sensitive and dry skin with this certified organic face cream. Formulated with adaptogenic goodness from Ectoin and Chaga mushrooms to help reduce skin stress whilst reinforcing the skin barrier, protecting it from sensitivity. Alongside the adaptogens are Hyaluronic Acid to lock in moisture as well as organic Camellia Oil, rich in essential fatty acids and Vitamin E to strengthen the lipid layer.

New unscented Pro+ Ectoin Soothing Cream rushes to the rescue for sensitive or stressed skin by calming, comforting and soothing inflamed or irritated skin. Due to the unique blend of adaptogenic Ectoin and Chaga, Pro+ Ectoin Soothing Cream does not only comfort and moisturise sensitive skin and work as an age-defying and hydration hero, it also prevents cell damage and inflammation that can be caused by various stress factors such as oxidative stress or pollution.

Pro+ Ectoin Soothing Cream is certified COSMOS organic, hypoallergenic, unscented and has been dermatologically tested on a sensitive skin panel.



KEY INGREDIENTS:

ECTOIN - DESERT GLYCOPROTEINS

The first hero adaptogen in this soothing cream is Ectoin, a patented amino acid produced by a unique bacteria found in Egypt's Wadi desert and the nearby salt lakes. Ectoin provides powerful skin protection against pollution, radiation, temperature, chemical stress and skin ageing. It works to prevent free radical and pollution damage from occurring by creating a protective layer around each cell, stabilising and improving cellular function and reducing oxidative stress.

Ectoin is clinically proven to reduce pollution skin damage by 34%, and prevent DNA and collagen damage caused by pollution, repair the skin barrier and soothe the skin comparably to hydrocortisone without any side effects. It has impressive age-defying and hydration benefits, reducing wrinkle depth by 23%, boosting elasticity by 82%, scaling by 76%, skin roughness by 86% and doubling hydration.



EVOLVE ORGANIC BEAUTY



CHAGA MUSHROOM

Originating from the Nordic Birch Forests of Canada, Chaga Mushrooms are harvested regeneratively. They are rich in antioxidants and biochemical defenders. In skincare, Chaga provides protection against temperature variations, reinforces the skin barrier, decreases the appearance of skin redness and improves the uniformity and tone of the complexion, making it great for soothing sensitive skin. Chaga also supports healthy collagen production and vascular health, improving microcirculation which is a factor in rosacea and persistent redness. After 28 days of use of Chaga on skin, a significant majority of the volunteers included in the study agreed that their skin redness was reduced (73%), skin felt less irritable (73%) and looked less flushed (76%).

In studies people using Chaga extract reported it to be 'as effective as a five-day relaxation cure' in mitigating fatigue lines, dark circles and dullness. 85% perceived a health benefit for their skin and 91% reported increased skin comfort.

HYALURONIC ACID

With the ability to hold up to 1,000 times its own weight in water, Hyaluronic Acid (HA) acts as a water reservoir and is a hydrating super ingredient. Pro+ Ectoin Soothing Cream is formulated with low molecular weight Hyaluronic acid which penetrates the skin deeper together with water and attached substances, and has more effective hydrating properties. It increases the production of collagen and plumps up the skin helping to reduce wrinkles, making the skin look fresher with an improved skin tone.

ORGANIC CAMELLIA OIL

Rich in essential fatty acids and Vitamin E, Camellia oil helps restore moisture and nourishes the skin whilst strengthening the lipid layer and bringing relief to dry, flaky and sensitive skin.

Evolve Organic Beauty is the UK's leading ethical, sustainable and certified organic beauty brand and one of the first 1000 certified B Corporations in the UK. Founded by Laura Rudoe in 2009, Evolve's mission is to make products that deliver effective results, yet are healthier, greener and kinder for customers and the planet, making it easier for everyone to live better.

Each product is lovingly handmade in small batches with the finest clinically-proven natural and organic ingredients. This ensures the freshness of the natural oils, butters and extracts that are used, helping customers to have healthy, radiant-looking skin.

Evolve Organic Beauty products are independently verified and certified Cosmos organic & natural, vegan, cruelty free, plastic negative and carbon neutral.