

## Product Details

# 11. Cremenita

## Moisturizing Lotion

**Antioxidants & barrier-repairing highly moisturizing formula which** soften your skin, reduce redness, and improve skin texture by providing immediate and long-lasting hydration. For **Deep Hydration & Moisture Retention**.

### Description

**Cremenita** is an ideal combination of ingredients creates a lotion that is **highly moisturizing** and **effective at repairing and strengthening the skin's barrier**. It is generally suitable for all skin types, including sensitive skin, because it is **fragrance-free** and **non-comedogenic** (won't clog pores). The formula works by pulling in water (humectants), trapping it (occlusives), and rebuilding the skin's natural defenses (ceramides, niacinamide) to keep it healthy long-term. This ingredient list is a classic example of a well-rounded, dermatologist-favorite moisturizing formula. It combines three main types of ingredients: **humectants** to pull water into the skin, **emollients** to soften and smooth, and **occlusives** to seal in moisture. It also includes **barrier-repairing** agents and **antioxidants**.

### Key Ingredients and their Benefits:

#### Hydrators & Humectants

☼ **Hyaluronic Acid:** Naturally present in the skin, it acts like a sponge to hold up to 1000 times its weight in water. It helps improve skin hydration and supports the epidermal barrier

☼ **Glycerin:** A powerful humectant that draws moisture from the air into the skin. It is considered one of the most effective and common moisturizing ingredients.

☼ **Panthenol (Pro-Vitamin B5):** A humectant that attracts moisture and binds to water molecules, helping to keep the skin hydrated and soothe irritation. Deeply hydrates, helps soothe skin irritation and improves overall skin elasticity.

#### Skin Barrier Repair, Emollients & Skin Health

☼ **Ceramides:** Essential lipids that replenish the skin's natural barrier, locking in moisture and protecting against environmental irritants. They are crucial for repairing a compromised barrier.

☞ **Niacinamide (Vitamin B3):** Helps even out skin tone, reduces redness, regulates oil production, and strengthens the skin barrier. A multi-tasking ingredient that helps stimulate the production of ceramides and other barrier lipids. It can also help calm the skin, reduce redness, and improve skin texture. **Skin Brightening & Antioxidant Protection.**

☞ **Tocopheryl Acetate (Vitamin E):** A powerful antioxidant that protects the skin against free-radical damage and aids in nourishment. It also has skin-conditioning properties.

## **Emollients & Occlusives**

These ingredients give the lotion its smooth, silky texture and create a protective seal over the skin.

☞ **Hydrogenated Polyisobutene:** Rich emollients that smooth, soften, and nourish dry or flaky skin by giving the lotion a smooth, non-greasy feel. It helps soften the skin and can also provide a low-gloss finish.

☞ **Dimethicone:** Silicone-based skin protectants that form a lightweight, breathable seal over the skin to prevent moisture loss without clogging pores that acts as an occlusive. It forms a breathable barrier on the skin's surface, preventing water loss (reducing TEWL) and giving the skin a silky-smooth feel. It is especially effective when combined with humectants like **glycerin**.

☞ **Macadamia Nut Oil:** A rich emollient oil that is easily absorbed. It helps soften and nourish the skin, leaving it feeling supple.

☞ **Cetearyl Alcohol & Ceteareth-20:** Fatty alcohols and emulsifiers that soften the skin and give the lotion a smooth, creamy texture. Despite the name, these are fatty alcohols not drying alcohols. They act as emollients and emulsifiers (helping oil and water mix to create a stable lotion).

☞ **Stearoxytri-methylsilane & Stearyl Alcohol:** These work as co-emulsifiers and emollients, helping to stabilize the formula and provide a smooth application.

## **Texture & Stability**

These ingredients control the product's consistency, pH, and shelf life.

☞ **Acrylates/C10-30 Alkyl Acrylate Crosspolymer:** Texture enhancers that help thicken the lotion into a stable formula. A synthetic polymer used as a **thickener**. It gives the lotion its cream-like, smooth consistency.

☞ **Citric Acid & Sodium Hydroxide:** A pH adjusters that ensure the product remains at a gentle, skin-friendly balance. It is used to neutralize the acidic polymers

(like the Acrylates) and bring the final lotion to a skin-friendly pH being used in very small proportions.

## 🌿 Preservatives

These prevent bacteria and mold from growing in the lotion, keeping it safe to use over time.

☪ **Benzyl Alcohol, Phenoxyethanol, Farnesol:** Antimicrobials and preservatives that keep the product fresh, safe, and free from microbial growth.

## Key Benefits:

- Deeply hydrates and locks in moisture for long-lasting radiance
- Antioxidants & barrier-repairing highly moisturizing formula
- Highly moisturizing and effective at repairing and strengthening the skin's barrier.
- Reduces dark spots, hyperpigmentation, and uneven skin tone
- Enhances skin brightness and gives a natural glow
- Protects against sun damage and environmental pollutants
- Reduces fine lines, improves skin texture, and minimizes pores
- Lightweight, non-greasy formula that absorbs quickly
- Suitable for all skin types, including sensitive skin

## How to Use:

1. Cleanse your face and pat it dry.
2. Take a required amount of **Cremenita Moisturizing Lotion** and apply it evenly to your face and other desired areas.
3. Gently massage in upward circular motions until fully absorbed.
4. Use **twice daily**, in the morning and at night, for best results.

## Who Can Use It?

- Suitable for **all skin types** (dry, oily, combination, and sensitive).
- Ideal for individuals dealing with **dry & flaky skin, uneven skin tone, dullness and hyperpigmentation.**
- Recommended for **both men and women** seeking **moisturized, soft, radiant, youthful skin.**

## Why Choose Cremenita?

Cremenita Moisturizing Lotion is **dermatologist-tested and recommended**, ensuring **safe, effective results** without harsh chemicals. It is **free from parabens, sulfates, and artificial colorants**, making it a **gentle yet powerful** solution for skin brightening and hydration.