

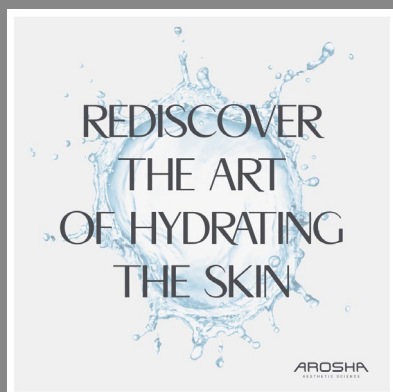
# AROSHA SOCIAL

DASHBOARD  
**HYDRA LINE**



17 OCTOBER

post



.250 RE-HYDRA

20 OCTOBER

post



.250 RE-HYDRA

24 OCTOBER

post



.250 RE-HYDRA

Did you know that hydrating products don't add water to the skin, but work to retain it and reduce its evaporation?

This effect is called "emollient action," and it ensures that the skin is:

- Hydrated and radiant
- Soft and smooth
- Regenerated
- Protected

That's why maintaining the right level of skin hydration ensures optimal skin health and improves its appearance!

The skin barrier is your natural shield against external damage, so taking care of it is essential for healthy and radiant skin.

Drawing inspiration from the art of Saho, the ancient Japanese beauty ritual (JBEAUTY), Arosha innovates its range of products and creates a new line capable of effectively treating dehydration.

Introducing the new kit of the RESTORE phase: .250 RE-HYDRA.

Extremely lightweight and ethereal textures are skillfully combined and layered to nourish, seal, and protect the skin.

Try it to restore your natural balance and protect the skin barrier.

Tradition and innovation come together for a revitalized and protected skin.

Each product in the .250 RE-HYDRA kit acts with a dual mechanism of action:

- From within, it strengthens the barrier function and promotes the generation of NMF (Natural Moisturizing Factor of the skin).
- From the outside, it creates a protective film that reduces water evaporation.

From the very first treatment, the skin will appear visibly hydrated, plumped, brighter, and more elastic

27 OCTOBER

post



HYDRA LINE

31 OCTOBER

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3 NOVEMBER

video, post



HYDRA LINE

Inspired by J-BEAUTY, we unveil how to celebrate beauty through holistic care rituals and gentle products.

Here's Arosha's proposal to protect and rebalance your skin:

#### .702 HYDRA ESSENCE

Silky fluid to rebalance the skin's hydromechanics and strengthen the skin barrier.

#### .703 HYDRA SERUM

Concentrated serum capable of reconstructing the hydrolipidic film and improving skin elasticity.

#### .704 HYDRA CREAM

Face gel cream with a "sorbet" texture that strengthens the skin barrier and maintains optimal skin hydration. Discover the secrets of a luminous and radiant skin, inspired by Japanese beauty.

To keep your skin healthy, it's essential to take care of it every day with a careful and personalized skincare routine.

#### Double Cleansing

.700 B-CLEAN & .701 SKIN AFFINITY  
Fundamental step to effectively remove makeup, excess sebum, and impurities, leaving the skin pleasantly fresh.

#### Soften and Prepare

##### .702 HYDRA ESSENCE

After cleansing, applying the Essence will help tone, hydrate, and make the skin more radiant.

#### Hydrate and Energize

##### .702 HYDRA SERUM

The next step is to choose a Serum rich in moisturizing and antioxidant ingredients that help hydrate, protect, and repair the skin.

#### Nourishment and Protection

##### .704 HYDRA CREAM

Taking care of your skin means thinking about the long term! That's why it's recommended to always apply a good moisturizer

**BEAUTY TIP:** Be gentle with your skin, apply cosmetics with gentle movements and pat softly.

Did you know that in ancient times, Japanese women collected evening dew to use it as a facial essence in the morning?

The delicacy and self-love form the foundation of the J-Beauty philosophy, inspiring our new HYDRA face line, consisting of an Essence, a Serum, and a cream with a unique sorbet-like texture.

J-BEAUTY is a technique deeply rooted in an ancient tradition where facial care is more than just a routine—it's an experience, a ritual that engages all the senses to achieve both physical and mental well-being. It involves a few steps focused on LAYERING, the art of overlaying different textures to create multiple layers on the skin for nourishment, hydration, and protection.

The goal is to achieve incredibly fresh, hydrated, soft, and elastic skin, with water being a fundamental element for skin well-being. Discover your true beauty in Arosha's perfect daily routine