

# ARBONNE® BIO-HYDRIA™

## *Collection Focus Guide*



*Water is vital to life.*

It's a fundamental source for all living organisms, including our skin. It makes up about 60–65% of our total body weight.

Lisette Guzman  
Arbonne Independent Consultant  
District Manager



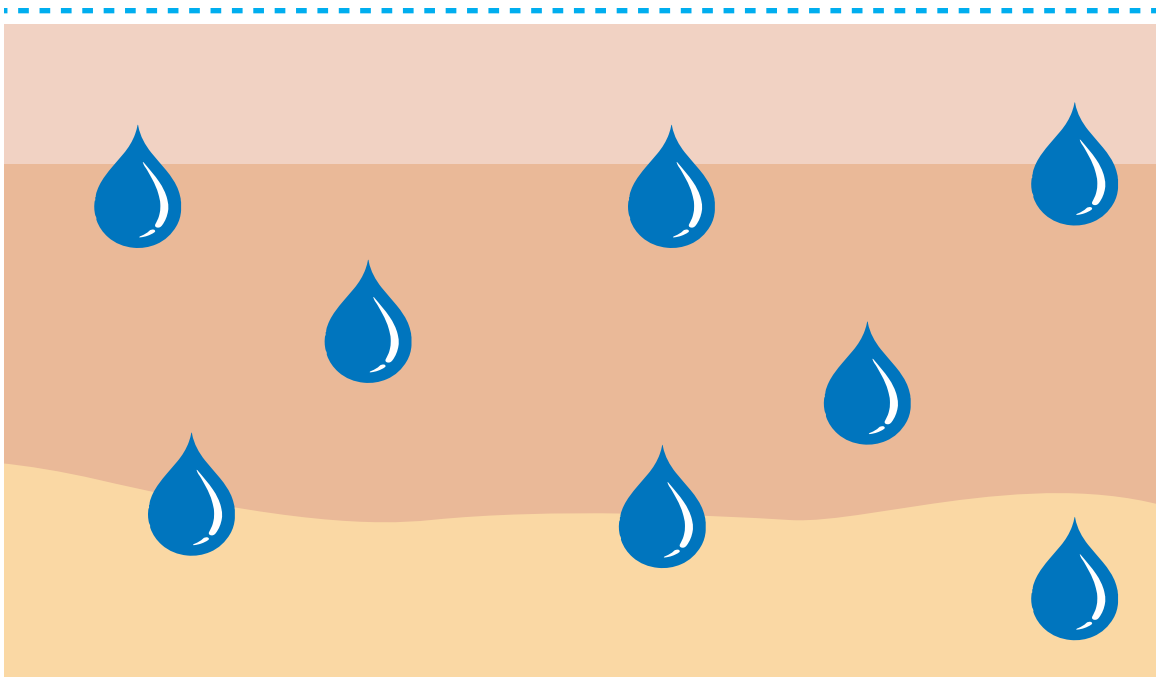
## *Smooth Water*

The skin is one of our body's water reservoirs, holding approximately 10% of our water for functional hydration. When the skin is well-hydrated, it can appear smooth, plump and radiant.

## PLAYING DEFENSE

Every day, we're in contact with the outside world, leaving our skin to defend our body from external aggressors. Our skin's hydration level and overall healthy look can be impacted by **daily external elements** such as diet, water intake and stress as well as environmental factors like weather, pollution and sun exposure. **Internal factors** such as age, hormones and overall health can also take a toll on our skin.

These internal and external factors can cause the skin to lose not only some of its essential hydration reserves, but also our natural support from elements in the body such as hyaluronic acid and collagen, which also decline with age.



## THE EDULIS STORY

Succulent plants are known to optimize hydration storage to keep themselves plump and healthy-looking without impact from most common environmental factors.

Edulis is a powerful moisture-magnet succulent that thrives in rocky areas and shoreline that typically cannot sustain most plant life because of winds, sea spray, drought and poor soil. The plant's leaves have a super-power ability to manage and maintain water within, while also showing unique similarities to our own skin's structure.

## EDULIS VS. OUR SKIN

Cells within the edulis leaves absorb water like a sponge when it rains, giving the leaves their plump appearance. Similar to our skin, the plant has a barrier to help protect it from environmental factors and help to block the evaporation of water from the leaves.



## THE ARBONNE BIO-HYDRIA COLLECTION STORY

The Arbonne Bio-Hydria regimen of products has been created for everyone – both men and women – who are looking for products that deliver on the skin’s fundamental need for one thing: hydration. The products are all simple, easy to use and effective in delivering and retaining skin moisture.



## WATER LOCKDOWN

Our proprietary *Edulis Cellular Water* enables skin to receive intensive, deep-down hydration while pooling critical moisture within. Together with Aloe Vera in the formula, the products flood the skin with water, which is then absorbed like a sponge to trap the moisture in, reducing “dermal evaporation.” The products never feel heavy or dense on the skin!

## *The Arbonne Advantage*

Refreshingly light, hydrating formulas featuring our proprietary Edulis Cellular Water, Aloe Vera, and key botanicals flood the skin with nonstop moisture to prevent dehydrated skin, leaving it feeling replenished with a dewy finish.



*“Arbonne’s Bio-Hydria line is a truly unique line of products that incorporates Edulis Cellular Water, which you can’t find in any other product line on the market. It’s derived from a succulent plant that’s amazing at holding on to water. When applied to the skin, it helps your skin look and feel hydrated and smooth.”*

— Dr. Naissan Wesley, MD, FACMS



## H<sub>2</sub>O INSIDE OUT

Hydration for healthy-looking skin also needs to come from within. Internally, hydration supports kidney function which plays a key role in regulating fluid balance in our body. This is important because if our fluid balance is lower than ideal, it can result in dehydration. Studies show dehydration can lead to effects such as decreased cognitive performance, challenges regulating body temperature, constipation, and even fatigue. It can also have a big impact on the appearance and health of the skin.



**Maria Matos**  
Arbonne Independent Consultant  
Area Manager

## LOAD UP ON HYDRATION

Make sure to eat water-rich foods like celery, cucumber, carrots, tomatoes and spinach and drink plenty of healthy fluids to prevent dehydration.

Of course water is a great on its own, but you can also enhance it with the Arbonne Bio-Hydria Herbal Tea to give your body support from key botanicals. In addition, you'll also want to replenish electrolytes like sodium. Arbonne Essentials® Energy Fizz Sticks and Arbonne PhytoSport® Complete Hydration are great choices for sodium, potassium and magnesium.



# The Arbonne Bio-Hydria Collection includes:



- ◆ Gel Cleanser
- ◆ Liquid Serum
- ◆ Eye Gel
- ◆ Gel Cream
- ◆ Herbal Tea

To learn more, visit [The Source](#) and search:  
[Arbonne Bio-Hydria Meet the Product Sheets.](#)

 arbonne®



2020R01 01  
©2020 ARBONNE INTERNATIONAL, LLC  
ALL RIGHTS RESERVED. | ARBONNE.COM