



BORGHESE

# HYDROLOGY

*Water. Life Force. Beauty Source.*

*Skin Perfected Through Pure Hydration*



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# — THE BORGHESE BRAND NAME —



**DISTINCTIVE • MEMORABLE • OWNABLE**  
**NATURAL WORLDLINES • REINFORCES ITALIAN HERITAGE**



# — THE POWER OF A MASSTIGE BRAND —

As more consumers shop mass channels in an effort to save money. Their desire for high-quality, luxury items remains firmly entrenched.

Convenience is key for time-shared shoppers. “Department stores have limited hours and limited locations, whereas your average drugstore is open to 7 am to 10 pm.”

To justify the higher prices, many so-called masstige products claim to offer solutions to specific problems. There’s a willingness to pay more to treat that skin because your needs are heightened.



# MASSTIGE SKINCARE

Skincare holds the greatest share of dollar volume at mass.

The most used category among the three – 70% of woman used skincare in the past year, compared to makeup (68%) and fragrance (61%).

Using skincare to look her best remains a top motivator, with close to 3 out of 4 facial skincare users agreeing with that statement.

The consumer is getting younger – significant leaps have been seen from Gen Y 25-34 and the 35-44 age groups when it comes to purchasing skincare products.



# OPPORTUNITY

As a prestige brand, Borghese has offered high-end authentic Italian beauty traditions combined with modern formulations and results-driven products for over 50 years – and now, from these Italian labs comes Hydrology, a luxury skincare collection that is more more accessible and affordable.



# AT A GLANCE

Hydrology was developed to help maintain skin's proper moisture level and support its healthy, normal function.  
Suitable for all skin types.

## WHAT LIES IN BALANCE?

Truly beautiful skin is found, in part, in the balance between the exchange of water content within cells and the environment. Toxins, free-radicals, and sun exposure work to diminish essential moisture. Changes and damage occurring just at the skin's surface result in visible signs of aging. Hydrology delivers high-impact hydration and helps skin look and feel its pure and radiant best.



# INTELLI-QUENCH<sup>3</sup>

FEATURED  
INGREDIENT IN  
ALL PRODUCTS

**Intelli-Quench<sup>3</sup> Complex** is an innovative fusion of ingredients including plant stem cell technology, Hyaluronic Acid, antioxidants and sea-sourced extracts which work synergistically to help protect, supercharge, and quench your skin.

- **SEA HOLLY**  
Supports and strengthens the area of the skin where the epidermis (outer layer of the skin) and dermis (deeper layer of the skin) connect.
- **HYALURONIC ACID**  
Attracts and binds moisture
- **EPIGALLOCATECHIN GALLATYL GLUCOSIDE**  
Powerful antioxidant
- **MARINE EXTRACT**  
Moisture-binding & firming benefits



# OTHER KEY INGREDIENTS

All Hydrology products feature all-natural ingredients to promote stronger, healthier skin, including the following:

- **GRAPE SEED OIL**  
Anti-aging and tightening properties
- **SAFFLOWER SEED OIL**  
Removes dirt and oil
- **OLIVE LEAF EXTRACT**  
Packed with Vitamins A & E
- **KAOLIN CLAY**  
Purifies skin by removing oils and impurities
- **SEA MAYWEED EXTRACT**  
Protects skin against harmful toxins
- **ALGAE EXTRACT**  
Promotes firmness and elasticity
- **SEA SALT**  
A natural exfoliant
- **SEA SILT EXTRACT**  
Provides lasting moisture
- **VITAMIN E**  
An antioxidant that protects and repairs
- **VITAMIN A (RETINOL)**  
An anti-aging anti-oxidant that promotes youthful looking skin



# REBALANCE

## GENTLE CREAM CLEANSER

MSRP: \$23.50 • 7 oz.



### BENEFITS

- Mild formula removes makeup and surface debris.
- Refines skin texture.
- Non-stripping formula helps reveal a fresh, clean, clear complexion.

### APPLICATION

- Warm cleanser in palm of hand.
- Massage on moist skin in a circular motion over face and neck.
- Rinse with warm water.
- Repeat morning and evening.

### LINK SELLING

- ReAffirm Day Fluide with SPF 15
- ReAwaken Overnight Moisture Cream

### KEY INGREDIENTS

**Cocoa Seed Butter** – An antioxidant that provides protection and **deep hydration**; Reduces wrinkles and signs of aging; Heals scars and blemishes; **Relieves irritation.**

**Hyaluronic Acid** - Provides hydration deep within the skin and **creates a barrier** to slow down moisture loss.

**Grape Seed Oil** - Tightens Skin; Fights signs of aging by providing **deep hydration.**

**Safflower Seed Oil** - Acts as a magnet to **remove dirt and oil.**

**Olive Leaf Extract** – Contains **Vitamins A & E** which help improve tone and texture; Moisturizes without clogging pores.

**Beeswax** – Provides **deep hydration** and cell reconstruction; Draws moisture to the skin and **heals irritations**; Antibacterial.

HYDROLOGY

# RESURFACE REFINING CLAY SCRUB

MSRP: \$23.50 • 3.5 oz.



## BENEFITS

- Helps refine and resurface skin providing smooth, supple clarity.
- Fine, absorbent clay gently draws out impurities leaving skin clean, hydrated and with a healthy glow.
- Lifts and removes debris that dulls skin.

## APPLICATION

- Gently massage into damp skin. Avoid eye area.
- Rinse with warm water.
- Use 2-3 times per week.

## LINK SELLING

- ReAffirm Day Fluide with SPF 15
- ReAwaken Night Cream

## KEY INGREDIENTS

**Kaolin Clay** – Doesn't strip natural oils; Increases circulation; Removes black and white heads; **Purifies** and fights acne.

**Passion Fruit Seed Oil** – **Hydrates** and helps skin to feel instantly smooth and soft.

**Walnut Shell Powder** – A **natural and mild exfoliant** that buffs away dead skin cells. Promotes newer, softer and smoother skin.

**Sea Mayweed Extract** – **Calms and reduces redness**; Protects against harmful toxins.

**Olive Leaf Extract** – **Packed with vitamins A & E**; Moisturizes without clogging pores, great for all skin types; Reduces dehydration and skin irritation; Heals scars and impurities.

**Safflower Seed Oil** - **Moisturizes** and reduces appearance of wrinkles; Removes dry skin and impurities while providing a **healthy glow**.

HYDROLOGY

# RESURGE

## SKIN RENEWAL SERUM

MSRP: \$33.00 • 1 oz.

### BENEFITS

- A light weight serum that imbues skin with essential hydration.
- Infuses skin with protective anti-oxidants.
- Helps support natural moisture reserves, leaving skin smooth and supple.

### APPLICATION

- Smooth a few drops over cleansed face.
- Use morning and evening.

### LINK SELLING

- ReBalance Gentle Cream Cleanser
- ReAffirm Day Fluide with SPF 15
- ReAwaken Overnight Moisture Cream

### KEY INGREDIENTS

**Grape Seed Oil** - Fights signs of aging by providing **deep hydration**.

**Olive Leaf Extract** – Contains **Vitamins A & E** which help improve tone and texture; Moisturizes without clogging pores.

**Sea Mayweed Extract** – **Calms and reduces redness**; Protects against harmful toxins.

**Vitamin E** - An **antioxidant** that protects and repairs; Helps decrease roughness, wrinkles, and facial lines

**Sea Silt Extract** – Provides **lasting moisture**; Improves overall strength and elasticity.

**Safflower Seed Oil** - Moisturizes and reduces appearance of wrinkles; Removes dry skin, dirt and oil while providing a **healthy glow**.

HYDROLOGY



# REAFFIRM

## DAY FLUIDE BROAD SPECTRUM SPF 15

MSRP: \$27.00 • 1.7 oz.



### BENEFITS

- Protects skin from sun-induced damage.
- Diminishes visible signs of premature aging.
- Imparts moisture and emollience; Restores softness
- A sheer, rapidly absorbing fluide.

### APPLICATION

Gently massage into face and neck after cleansing with ReBalance Gentle Cleansing Cream.

### LINK SELLING

- ReBalance Gentle Cream Cleanser
- ReSurge Skin Renewal Serum
- ReEmerge Luminous Eye Infusion

### KEY INGREDIENTS

**Rice Protein** – Relieves dry skin; Improves circulation; Anti-aging; Offers **natural protection from the sun**.

**Vitamin E** – An **antioxidant** that protects and **repairs** roughness, wrinkles, and facial lines.

**Sea Mayweed Extract** – **Calms** skin while reducing redness; **Protects** against harmful toxins.

**Sea Silt Extract** – Provides **lasting moisture**; Improves overall strength and elasticity.

**Grape Seed Extract** – A natural preservative; **Corrects discoloration** and improves skin's texture; Exfoliates and promotes moisture restoration.

**Algae Extract** – Increases skin regeneration and **promotes firmness and elasticity**; Smoothens and tightens, reducing fine lines and wrinkles.

HYDROLOGY

# REAWAKEN

## OVERNIGHT MOISTURE CREAM

MSRP: \$29.00 • 1.7 oz.

### BENEFITS

- Helps restore skin's natural moisture barrier.
- Softens and smooths with conditioning emollients.
- Helps support skin's nightly cycle of renewal.

### APPLICATION

Apply every evening after cleansing. Smooth over face and neck with fingertips.

### LINK SELLING

- ReSurge Skin Renewal Serum
- ReSurface Refining Clay Scrub

### KEY INGREDIENTS

**Aloe Leaf Juice** - Soothes skin and serves as an **anti-inflammatory** with scar reducing and wounds healing properties.

**Vitamin E** - An **antioxidant** that protects and repairs skin; Decreases roughness, wrinkles, and facial lines.

**Retinol (Vitamin A)** - An anti-aging antioxidant that **prevents skin damage** and **increases collagen production**; Improves tone and manages acne; Promotes healthy, youthful looking skin.

**Grape Seed Extract** - **Corrects discoloration** and improves skin's texture; Promotes moisture restoration.

**Algae Extract** - Increases skin regeneration and **promotes firmness and elasticity**; Smoothens and tightens, reducing fine lines and wrinkles.

HYDROLOGY



# REEMERGE

## LUMINOUS EYE INFUSION

MSRP: \$27.00 • 1 oz.



### BENEFITS

- Sheer cream treatment that quenches delicate skin around eye area.
- Rapidly absorbing and replenishing.
- Eye Contour is refreshed.

### APPLICATION

- Gently apply a small amount of product under and around eye area.
- Use morning and night.

### LINK SELLING

- ReSurge Skin Renewal Serum
- ReAffirm Day Fluide with SPF 15
- ReAwaken Night Serum

### KEY INGREDIENTS

**Grape Seed Extract** – A natural preservative; **Effectively diminishes dark circles**; Exfoliates and restores moisture; Corrects discoloration and improve skin's texture in general.

**Olive Leaf Extract** – Contains **Vitamins A & E** which help improve tone and texture; Moisturizes without clogging pores.

**Sea Mayweed Extract** – **CALMS** skin while reducing redness; **PROTECTS** against harmful toxins.

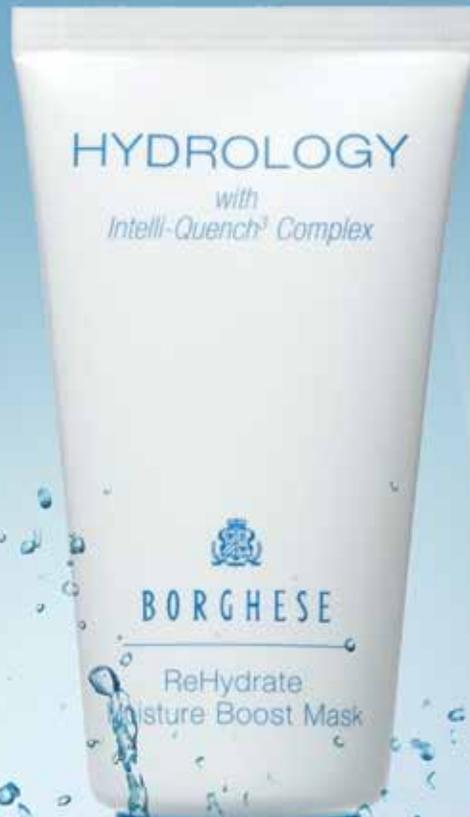
**Sea Silt Extract** – Provides **lasting moisture**; Improves overall strength and elasticity.

**Vitamin E** – An **antioxidant** that protects and repairs skin; Decreases roughness, wrinkles, and facial lines.

HYDROLOGY

# REHYDRATE MOISTURE BOOST MASK

MSRP: \$30.00 • 2.5 oz.



## BENEFITS

- Deeply, instantly moisturizes.
- Soothes dry, dull skin.
- Restores radiance.

## APPLICATION

- Apply to cleansed, dry skin, avoiding the eye and mouth areas. Leave on for 5-10 minutes.
- Gently remove using warm water or a warm, damp cloth.
- Apply once or twice a week.

## LINK SELLING

- ReBalance Gentle Cream Cleanser
- ReAffirm Day Fluide with SPF 15

## SKIN TYPE

- Excellent for tired, mature or dull skin.

## KEY INGREDIENTS

**Brown Algae Extract** – **Detoxifies** and energizes while stimulating the production of **collagen**.

**Sea Chamomile Extract** – An effective soother; **Reduces inflammation and redness**.

**Safflower Seed Oil** - Moisturizes and reduces appearance of wrinkles; Removes dry skin, dirt and oil while providing a **healthy glow**.

**Grape Seed Extract** - **Corrects discoloration** and improves skin's texture; Promotes moisture restoration.

**Sea Salt** – A **natural exfoliant**; Purifies clogged pores; Boosts circulation keeping skin youthful.

**Phytoplankton Extract** – Provides deep and long-lasting moisture; **Reduces appearance of fine lines and wrinkles**; Calms inflammation; Tames redness and swelling.

HYDROLOGY

# REFRESH

## DEEP HYDRATION TONER

MSRP: \$24.00 • 6 oz.

### BENEFITS

- Delivers instant moisture.
- Soothes and refines.
- Primes skin.

### APPLICATION

- Priming pump to dispense, saturate a cotton pad.
- Sweep over face, avoiding eye area.
- Use morning and evening as needed.

### LINK SELLING

- ReAffirm Day Fluide with SPF 15
- ReAwaken Night Cream

### SKIN TYPE

- Excellent for sensitive skin.

### KEY INGREDIENTS

**Witch Hazel Water** – Balances skin oils; Reduces swelling of pimples without over-drying.

**Brown Algae Extract** – Detoxifies and energizes while stimulating the production of collagen.

**Safflower Seed Oil** - Moisturizes and reduces appearance of wrinkles; Removes dry skin, dirt and oil while providing a **healthy glow**.

**Grape Seed Extract** - A natural preservative; Exfoliates and restores moisture; Corrects discoloration and improve skin's texture in general.

**Sea Salt** – A **natural exfoliant**; Purifies clogged pores; Boosts circulation keeping skin youthful.

HYDROLOGY



# REILLUMINATE FACIAL OIL

MSRP: \$30.00 • 1 oz.

## BENEFITS

- Instantly replenishes.
- Boosts vital moisture.
- Smooths, soothes and protects.

## APPLICATION

- Warm 4-5 drops between palms.
- Press gently onto cleansed face.
- Apply morning and evening.

## LINK SELLING

- ReFresh Deep Hydration Toner
- ReBalance Gentle Cream Cleanser

## KEY INGREDIENTS

**Sesame Seed Oil** – A **Vitamin E, B, & A** complex that nourishes and rejuvenates; Reverses aging and reduces appearance of fine lines and wrinkles, promoting **youthful** skin; **Prevents acne** by pulling oils.

**Primrose Oil** – **Anti-aging**; Reduces wrinkles and fine lines; **Repairs** discoloration and **brightens** dark circles around the eyes; Calms acne flare ups.

**Sweet Almond Oil** – A source of **Vitamin E** which eases skin inflammation, irritation and discomfort including dryness and flaking; **Rehydrates** and reduces fine lines and wrinkles around the eyes; Provides a **healthy glow**, improving the overall complexion.

**Macadamia Nut Oil** – Perfect choice for dry skin because it has a **non-greasy** feel; Aids in **recovery**, while reducing itchiness and inflammation.

HYDROLOGY



# REFINE FIRMING MUD MASK

MSRP: \$30.00 • 5 oz.



## BENEFITS

- Restores resilience.
- Tones and tightens.
- Smooths skin's appearance.

## APPLICATION

- Smooth over entire face on dry skin.
- Massage to melt away makeup and impurities.
- Rinse thoroughly.
- Use morning and evening.

## LINK SELLING

- ReFresh Deep Hydration Toner
- ReBalance Gentle Cream Cleanser

## KEY INGREDIENTS

**Kaolin Clay** – Doesn't strip natural oils; Increases circulation; Removes black and white heads; **Purifies** and fights acne.

**Aloe Leaf Juice** - **Soothes** skin and serves as an **anti-inflammatory** with scar reducing and wounds healing properties; Removes dead skin cells and toxins and **purifies** pores.

**Bentonite Clay** – **Purifies** pores; Reduces the outbreak of blemishes; Alleviates redness; **Calms** skin infections and speeds up healing time of wounds and scars.

**Mango Seed Butter** – **Anti-aging**; Generates skin cell renewal and prevents wrinkle formation; **Protects** skin from sun damage; **Tightens** and promotes a healthy tone.

**Hyaluronic Acid** - **Provides hydration** deep within the skin and **creates a barrier** to slow down moisture loss.

HYDROLOGY

# RECLAIM

## GEL-TO-OIL CLEANSER

MSRP: \$24.00 • 4 oz.



### BENEFITS

- Imparts nourishing hydration.
- Leaves skin luminous and refreshed.
- Melts makeup and impurities away.

### APPLICATION

- Smooth over entire face, on dry skin.
- Massage to melt away makeup and impurities.
- Rinse thoroughly.
- Use morning and evening.

### LINK SELLING

- ReFresh Deep Hydration Toner
- ReIlluminate Facial Oil

### KEY INGREDIENTS

**Hyaluronic Acid** - Provides hydration deep within the skin and **creates a barrier** to slow down moisture loss.

**Sea Mayweed Extract** – Calms and reduces **redness**; Protects against harmful toxins.

**Brown Algae Extract** – **Detoxifies** and energizes while stimulating the production of **collagen**.

**Plankton Extract** – Repairs damaged skin and helps fight DNA damage.

**Safflower Seed Oil** - Acts as a magnet to **remove dirt and oil**.

**Macadamia Nut Oil** – Perfect choice for dry skin because it has a **non-greasy** feel; Aids in **recovery**, while reducing itchiness and inflammation.

HYDROLOGY

# RESTORE

## CONDITIONING LIP POLISH

MSRP: \$12.50 • 0.5 oz.



### BENEFITS

- Imparts nourishing
- Nourishes and soothes
- Rejuvenates and smoothes.
- Softens and exfoliates.

### APPLICATION

- Apply to lips by gently massaging to remove dry skin.
- Leave on for 1-2 minutes and rinse with warm water or warm wet towel.
- Used as needed.

### LINK SELLING

- ReAffirm Day Fluide Broad Spectrum SPF 15
- ReBalance Gentle Cream Cleanser

### KEY INGREDIENTS

**Sugar** – A natural humectant and **skin-soother** that helps prevent moisture loss and buffs away dry flakes.

**Hyaluronic Acid** – Provides hydration deep within the skin and **creates a barrier** to slow down moisture loss.

**Grape Seed Oil** - Tightens Skin; Fights signs of aging by providing **deep hydration**.

**Algae Extract** – Promotes firmness and elasticity.

**Sea Silt Extract** – Provides **lasting moisture**; Improves overall strength and elasticity.

HYDROLOGY

# DEEP HYDRATION

## DAILY REGIMEN SKINCARE SET

MSRP: \$32.50 • 4 pcs.

EXCELLENT  
VALUE



The ultimate collection of skincare essentials that helps skin maintain the proper level of hydration for the normal function of skin to maintain elasticity and the ability to repair itself. The four-piece regimen work together to prevent visible signs of premature aging including dryness, dehydration and fine lines/wrinkles.

### INCLUDES:

- ReSurface Refining Clay Scrub (1oz)
- ReEmerge Luminous Eye Infusion (1oz)
- ReAffirm Day Fluide with SPF 15 (1oz)
- ReAwaken Overnight Moisture Cream (1oz)

# SUPPORT

## STRATEGY

Introduce a 12-18 month long integrated marketing campaign to launch and support Hydrology

## TACTICS

Devote national media resources to promote Hydrology

- Dedicated brand website
- Online (banners, custom content, etc.)
- Social Media
- Public Relations
- In-store



# BorgheseHydrology.com

Dedicated brand page outlining the purpose and benefit of each product, where it can be found, directions for use, additional recommended products & a “buy” button (redirect to appropriate product page for purchase).

**BORGHESE**

# HYDROLOGY

*Life Force: Beauty Source*  
Skin Perfected Through Pure Hydration

Hydrology was developed to help maintain skin's natural moisture and protect its health, normal function. Suitable for women of all ages, skin types.

### WHAT LIES IN BALANCE?

The beauty you're looking for is found in balance. In the balance between the exchange of water content with cells and the environment. Too little, too much, and skin exposure will be detrimental to the moisture. Changes and damage occurring just at the skin's surface result in visible signs of aging. Hydrology delivers high moisture hydration and helps preserve and seal in pure and natural skin.

**BORGHESE**

- HOME
- Hydrium
- Hydrology
- HydroBalance
- HydroEssence
- HydroEnergy
- HydroSurface
- HydroVital
- HydroVital

**BORGHESE**

Hydrology product collection including Hydrium, Hydrology, HydroBalance, HydroEssence, HydroEnergy, HydroSurface, HydroVital, and HydroVital.

- HOME
- Hydrium
- Hydrology
- HydroBalance
- HydroEssence
- HydroEnergy
- HydroSurface
- HydroVital
- HydroVital

**BORGHESE**

## Hydrium Day Fluide Broad Spectrum SPF 15 \$27.00

**BENEFITS**

- Water-soluble, non-irritating, fragrance-free formula
- Helps protect your skin from visible signs of aging
- Helps prevent the visible signs of aging
- Helps protect your skin from visible signs of aging
- Helps protect your skin from visible signs of aging

**APPLICATION**

Apply every morning after cleansing your face. Reapply every 2-3 hours.

**WORKS BEST WITH**

- Hydrology Gentle Clean Cleanser
- Hydrology Tinted Moisturizer
- Hydrology Luminous Eye Protection

**BUY NOW**

- HOME
- Hydrium
- Hydrology
- HydroBalance
- HydroEssence
- HydroEnergy
- HydroSurface
- HydroVital
- HydroVital

**BORGHESE**

## Hydrology Deep Hydration Toner \$24.00

**BENEFITS**

- Deeply hydrating formula
- Helps restore moisture
- Helps restore moisture
- Helps restore moisture

**APPLICATION**

Apply to clean skin after cleansing. Allow to absorb fully. Follow with toner, moisturizer, and sunscreen.

**WORKS BEST WITH**

- Hydrology Gentle Clean Cleanser
- Hydrology Tinted Moisturizer
- Hydrology Luminous Eye Protection

**BUY NOW**

- HOME
- Hydrium
- Hydrology
- HydroBalance
- HydroEssence
- HydroEnergy
- HydroSurface
- HydroVital
- HydroVital



# PRESS COVERAGE

