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COMMUNIQUÉ DE PRESSE – PRESS RELEASE

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**HYDRA MAX** by STRAND COSMETICS EUROPE  
Specific skincare for cosmetics expert brands

*This skincare has been specially formulated for dry skin. It delivers in-depth action and helps the skin repair its lipid barrier. Skin regains softness and radiance.*

*HYDRA MAX* by STRAND COSMETICS EUROPE reveals an amazing butter-like texture, which is silky and luscious, with no greasy effect. Its formula, made up of hyaluronic acid, shea butter and sweet almond oil, helps the skin replenish its natural lipid barrier, while occlusive agents lastingly maintain moisture levels.

*HYDRA MAX's efficiency* has been proven by a skin hydration measurement. This customisable expert skincare is particularly suitable for highly dehydrated skin. It is used as part of a skincare treatment course.

Developing a moisturiser requires expertise not only in order to define the proportions of its key ingredients – emollients, humectants and film-forming agents – but also to ensure the formula's stability and overall performance. STRAND COSMETICS EUROPE has met the challenge of combining technicity with sensory experience and offers skincare products with surprising, innovative textures, from the lightest to the richest. (*ROSE HYDRA LOTION, ROSE HYDRA JELLY etc.*).

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STRAND COSMETICS EUROPE designs, formulates and manufactures made in France high-end skincare and make-up products for beauty brands. Our innovative and creative formulas combine technicity, sensoriality and performance. The large fully customizable range of products provides a wide choice in textures that are infinitely transformable.

Production is carried out in 4 distinct, modern factories, in compliance with GMP, by competent and committed personnel. STRAND COSMETICS EUROPE is certified ISO 9001, ISO 14001, OHSAS 18001 and ISO 22716 and has been authorized by the FDA to produce OTC products.

The company is located near Lyon. It employs 145 people, including 30 dedicated to R&D, and reported turnover of €21,5 million in 2015.

\*Good Manufacturing Practices