



## Eraclea Launches New Era in Skin Care

Collection features a patented delivery system that utilizes hyaluronic acid in a proprietary combination.

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A new line of skin care products, called Eraclea, featuring the patented HylaSponge System, was launched at The Standard Hotel in New York City last month. The collection features a patented delivery system that utilizes hyaluronic acid in a proprietary combination to enhance the skin's hydration for younger looking, healthier skin.



New range of skin care products.

According to co-founder, Janet Denlinger, PhD, the system utilizes hyaluronan, one of the molecular building blocks of our body's intercellular matrix, to create a functional second skin via a network of HylaSponges. Developed by the Matrix Biology Institute, the HylaSponge System is a combination of three forms of hyaluronic acid, also known as hyaluronan. The system is made up of HylaSponges, particles capable of retaining and releasing large amounts of water, much like a sponge, and both high- and low-molecular weight hyaluronans. The complex forms an elastic equilibrium barrier on the surface of the skin and delivers water and other biologically active ingredients, including Vitamin C, toward the deeper layers of the skin. The HylaSponge System is said to hydrate more effectively than hyaluronic acid solutions alone, and can hold 100 times its weight in water.

The delivery of the penetrating and moisturizing properties continues after the products are applied and the skin feels dry to the touch. As a result of the continuing hydration, the look of fine lines and wrinkles is diminished, the skin is protected, smooth, and prepared to benefit from the other ingredients in the Eraclea formulations. In addition to the HylaSponge System, products feature high concentrations of antioxidants, peptides, vitamins, minerals and botanical extracts, and the HylaSponge System enhances the delivery of these ingredients to the skin.

The line comprises products that cleanse, moisturize, exfoliate, repair, nourish and rejuvenate the skin, and serve every skin type. The products include Hydrating Day Lotion, for Normal to Oily skin, designed for ages 20-39, which is a lightweight blend of peptides, extracts and vitamins that form a second skin to nourish and protect, while the formulation features the HylaSponge System with jojoba, lacto-ceramide, Lumiskin, Argireline, watermelon extract, tripeptide-5, and Vitamin C. The Hydrating Day Lotion retails for \$65.

Intensive Hydrating Cream, a rich formula with the HylaSponge system, plus squalane, Gatuline A, for soothing and anti-redness, green tea extract and vitamins A and C, smoothes the skin, and reduces the appearance of fine lines and wrinkles. It retails for \$75. Restorative Hydrating Night Cream works while you sleep to help skin recover from environmental stress and refines texture for renewed radiance. It also includes the HylaSponge System, with shea butter, rose hip oil and argireline, to increase skin elasticity, lacto-ceramide, with regenerating properties to restore skin barrier function, and Macadamia nut oil, which retails for \$85.

Eye Surround Cream, with special proteins to minimize the appearance of under-eye puffiness and dark circles, while firming the sensitive skin around the eyes, utilizes watermelon extract, Sesaflesh, with firming and tightening benefits, Gatuline A, and tripeptide-5, to accelerate collagen production, plus the HylaSponge System to specifically target the delicate eye area. Retail price is \$50. Pure Hydration Serum/Zinc is designed for stressed or irritated skin, and draws on the anti-bacterial and anti-inflammatory properties of zinc to promote healing while reducing redness. The serum delivers hydration to rejuvenate and replenish the skin, and retails for \$80.

Intensive Repair and Protect Serum/Vitamin C, designed for aging skin, utilizes the HylaSponge System to work with Vitamin C, Magnesium ascorbyl phosphate, to protect against cell damage, accelerate cell renewal and improve texture, tone, and firmness, while adding brightness and guarding against wrinkles. Suggested retail is \$75. An at-home texturizing treatment, called 5 Night Perfecting Peel is to be applied on five consecutive nights after cleansing, and left on overnight. In the morning, skin is to be cleansed and normal skin care regime is resumed. The treatment uses trichloroacetic acid to improve smoothness, tone and clarity, as well as minimize the appearance of acne, scars, hyperpigmentation and surface wrinkles. Retail price is \$95.

Purifying Gel Cleanser for Normal/Oily Skin removes impurities, oil and makeup to reveal clean, fresh, and refined skin. Designed for daily use, the formulation features aloe barbadensis and cocamidopropyl hydroxysultaine. Retail price is \$35. Purifying Cream Cleanser for Dry Skin utilizes persea gratissima, which is avocado oil, to hydrate and soften, and allantoin, an anti-irritant, to remove oil and makeup without stripping the skin of moisture. It retails for \$35.

The final product in the collection is Daily Bamboo Exfoliant, a micro-scrub that removes impurities and dead skin cells to leave skin fresh and help increase cell turnover, to reduce the appearance of fine lines, pores, age spots, wrinkles, and acne scars. It contains bamboo exfoliant, to remove surface toxins, lactic acid, to exfoliate without irritation, mango butter, shea butter, jojoba oil, grapeseed oil, cucumber extract and aloe barbadensis, and retails for \$40.

Eraclea products are available through physicians and aestheticians, spas and skin care centers, as well as online at [www.eracleaskincare.com](http://www.eracleaskincare.com).

<http://www.happi.com/articles/2011/04/online-exclusive-eraclea-launches-new-era-in-skin->