



## **Eraclea Intensive Facial Serum “ultra-hydrating” Repairs & Protects Skin**

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ERACLEA SERUM-PUSHING BENEFITS OF HYALURONIC ACID

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Eraclea Facial Serum makes no bones about it-a new era in skin care utilizing the full benefits of Hyaluronic Acid(polymerized hyaluronan). You may already have heard all the benefits of this so called wonder ingredient, but Eraclea has patented the HylaSponge system. This is the key ingredient in all the products the Dallas based company produces where it works on two levels.

First of all it forms an ultra-hydrating layer on the surface of the skin that protects, fills and smooths, reducing the visible appearance of fine lines and wrinkles. Next it delivers water and molecules like Vitamin C providing hydration for hours, and the network is able to absorb and release large volumes of water acting like a sponge.

Eraclea was founded by Morgan Hare and was launched in March 2011, and although she is not a doctor, she does hold a bachelors degree in science from North Western University, and has also conducted biomedical research at Harvard. She has also held executive marketing positions at numerous companies including Avon and Anew Skin Care. Throw in stints at Revlon, Home Shopping Network and Beauty Control as well, and you have an executive with plenty of experience.

Her cohort in this venture is Janet Denlinger Ph.D, who is the chief scientific officer. Her credentials are too lengthy to discuss here, but no doubt the web site will give you all the information you may ever need. The Serum comes in a large 30ml bottle and retails for \$80, making it pretty good value.

It is smooth and easy to apply and draws on the anti-bacterial and anti-inflammatory properties of zinc to promote healing and reduce redness. They do advise to use the serum in conjunction with the Intensive Repair and Protect Serum with Vitamin C.

Other items in the company portfolio include Eye Surround Cream, Night Perfecting Peel, Gel Cleanser and Cream Cleanser and a Bamboo Exfoliant.

[www.eracleaskincare.com](http://www.eracleaskincare.com), [www.hylaco.com](http://www.hylaco.com), [www.matrixbio.org](http://www.matrixbio.org)