



Hada Labo Super Hydrating range

The range comprises:

- Super Hydrator Lotion - £15.95 for 150ml
- Absolute Smoothing and Moisturising Cream (Day and Night) - £16.95 for 50ml
- Smoothing Anti-Fatigue Eye Cream - £14.95 for 15ml
- Intense Hydrating Skin Plumping Gel - £19.95 for 50ml
- Gentle Hydrating Cleanser – £11.95 for 150ml



Hada Labo Super Hydrating Anti-Ageing range

The range comprises:

- Super Hydrator Anti-Ageing Lotion, with Super Hyaluronic Acid, collagen and retinol - £16.95 for 150ml
- Anti-Ageing Wrinkle Reducer Day Cream, with Super Hyaluronic Acid, Collagen and Retinol - £16.95 For 50ml
- Special Repair Treatment Night Cream with Super Hyaluronic Acid and Tetrapeptides £19.95 for 50ml
- Deep Wrinkle Corrector Eye & Mouth Area Cream, with Super Hyaluronic Acid, Collagen and Retinol - £14.95 For 15ml



What is Hada Labo?

***There are two types of skincare company in the world –
Hada Labo and the others!***

- The name means Skin Laboratory
- Hada Labo is the top-selling skincare range in Japan, where a bottle of the Super Hydrator Lotion is sold every two seconds!
- Hada Labo is part of Japan's Rohto Pharmaceutical Company, the world's No 1 eyecare supplier.
- Launched in Japan in 2004
- Developed by pharmaceutical scientists
- It contains effective ingredients in unique combinations and is fragrance-free and non-comedogenic
- Affordable for most users
- Six ranges offering more than 80 products are marketed in Asia
- It is brought to the UK by The Mentholatum Company, which is best known for its market-leading topical analgesics including Deep Heat. Mentholatum was acquired by Rohto in 1998.
- Two Hada Labo Tokyo ranges are being launched in the UK – Super Hydrating (called Super Hyaluronic Acid in Japan) and Super Hydrating Anti-Ageing (Anti-Ageing in Japan)
- The 'hero' product in both ranges is Super Hydrator Lotion – a drink of water for the skin – containing multiple sizes and types of hyaluronic acid (HA) ensuring that the remarkable moisture-binding and moisture-retaining effects of HA are not confined to the surface of the skin, but are able to deliver hydration at a deeper level.
- This a new step for your skincare regime after cleansing and before your moisturiser
- Hada Labo believes hydration and moisturising products are very different – hydration adds water to the skin, while the main object of most moisturisers is to prevent moisture loss

Hada Labo is different – not trendy, not gimmicky, certainly not a clone of countless other products you've tried and discarded – it's smart, effective and its unique formulations really work to promote healthy, hydrated skin



Why Hyaluronic Acid?

There's hydration and there's super-hydration

- Hyaluronic acid (HA) occurs naturally in the body – a natural component of the skin and also present in the eyes and joint fluid
- But as we age our bodies produce less HA and from the 40s onwards its downhill all the way!
- HA attracts and holds moisture and can hold up to 2,000 times its weight in water
- It is now widely used in skincare to help keep skin smooth and plump
- But not all HA has the same molecular weight and many brands use a medium-sized molecule – sodium hyaluronate – which remains near the surface of the skin and only delivers hydration in that area rather than deeper down
- Hada Labo Tokyo is different, using up to four different types of HA molecules for multi-layer hydration – for example, the Super Hydrator Anti-Ageing Lotion has four HAs:
 - Large HA – sodium hyaluronate crosspolymer, which works on the skin surface for lasting hydration
 - Standard HA – sodium hyaluronate (standard), which is retained in the top layer of the skin, where it can hold 1,000 times its own weight in water
 - Super - sodium acetylated hyaluronate (Super HA), the next generation molecule able to retain 2,000 times its weight in water
 - Nano – hydrolysed hyaluronic acid, which penetrates deeper and plumps from within
- The benefits are plump, supple, well-hydrated skin which gives a healthy, glowing complexion, it improves the absorption of moisturiser and make-up stays looking better for longer as there is less chance of patchy dryness

Hada Labo Tokyo offers premium mass market, affordable skincare, which delivers hydrated, healthy looking skin



Ringed endorsement from consumer research

- We conducted research with 250 women aged 25-70 currently using brands such as Simple, L'Oreal, Boots No7 and Olay – 94% were satisfied with their current products
- 59% said they had dry/dehydrated skin
- 49% said their skin was sensitive
- They wanted skincare products to promote 'healthy looking skin', take care of sensitive skin and be anti-ageing
- They described Japanese women's skin as youthful, porcelain, healthy and clear

We asked 120 women aged 18-40 to test the Super Hydrator Lotion from the Super Hydrating range at home for two weeks, applying it morning and night after cleansing and before moisturising

- 40% said their skin started to feel more hydrated or they noticed an improvement after just three days, rising to 83% after 7 days
- 63% said the product was 'super hydrating'
- **84% said they would continue to use the lotion in their daily skincare routine**
- 93% said the lotion was easily absorbed
- 89% said it felt pleasant on the skin
- 75% said moisturiser was better absorbed after applying the lotion

The results were even better after two weeks

- 91% said skin was more hydrated
- 92% said it was more moisturised
- 85% said it looked better
- 62% felt they had achieved the goal of healthy looking skin
- **89% would be willing to try other products in the range**
- **62% would be willing to buy it at £15**
- **83% would recommend it to others**

A similar test was carried out with 120 women aged over 40 using the Super Hydrator Lotion from the Super Hydrating Anti-Ageing range, with equally impressive results

- 80% were worried about the effects of ageing on the skin
- 98% said they had dry skin all or some of the time
- 63% complained of sensitive skin

- 55% highlighted dehydrated skin
- 44% said their skin started to feel more hydrated or they noticed an improvement after just three days, rising to 75% after 7 days

After two weeks:

- 81% said their skin was better hydrated
- 77% said it was better moisturised
- 77% said their skin looked better
- 81% said make-up went on more smoothly after introducing the lotion to their regime
- **72% were likely to adopt the lotion as part of their daily skincare routine**
- **87% would be willing to try other products in the range**
- **65% would be likely or very likely to buy it at £15**



FAQs

- Why is Hada Labo Tokyo only available through Amazon?
 - *We undertook a year's research to determine the best way to market the brand in the UK and we took the decision to market the Hada Labo Tokyo range via Amazon to keep the price as affordable as possible for a larger number of potential customers. As 81% of the population now buy products or services online and online fashion and beauty sales are now worth £18 billion per year, we felt most consumers would feel comfortable with buying online. It's also available on Amazon Prime if you simply can't wait to get your hands on it!*
- Are the ingredients safe?
 - *The products all conform to EU cosmetics regulations.*
- Are the products tested on animals?
 - *Mentholatum can verify that animal testing was not performed to meet the EU cosmetics regulations and the company is committed to ending animal testing across the industry.*
- Do I have to buy the whole range or can I slot individual products into my existing skincare routine?
 - *We suggest you take one more step to hyaluronic heaven by slotting the Super Hydrator Lotion into your existing beauty routine, after cleansing and before moisturising. But will that be enough? We're confident that after you see the difference that the lotion makes to your skin, you'll want to try the other products in the range.*
- What is the difference, if any, between hydration and moisturisation?
 - *Think of hydration as a drink of water for your skin, something which actually adds hydration. Standard moisturisers are designed to improve the skin's barrier function, helping hold skin cells together with emollients, humectants and lipids such as ceramides to prevent moisture loss.*