

Dr. Hauschka



Hydrating Serum Plus. White paper

Hydrating Serum Plus uses the new and innovative Dr. Hauschka 2-in-1 active complex, which is proven to hydrate and support the skin with its antioxidant effect.

Studies show that the serum significantly increases skin hydration compared to an off-the-shelf product containing hyaluronic acid.

The compatibility of Hydrating Serum Plus has been dermatologically tested and is expressly suitable for sensitive skin.



New Hydration redefined.

More effective than
hyaluronic acid*

More than 90%
active ingredients
from 12 plants



2-in-1 active complex:
more hydration, more
protection

46% more hydration
after 30 minutes*

*Comparison of 20 test subjects using an off-the-shelf
hyaluronic acid serum twice a day for two weeks



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Innovation and inspiration.

The reasoning behind it

The human skin is made up of three layers – the epidermis, dermis and subcutis. The epidermis separates us from the outside world and, together with the body's own lipids and moisture, forms a natural skin barrier. This provides the basis for beautiful, healthy and resilient skin.¹ Moisture is volatile. With the help of the natural moisturising factor (NMF), the skin can retain moisture even in deeper layers.² Dry air, cold winds, UV radiation and harsh cleansing and care are daily challenges that put pressure on the skin's natural barrier.³ Dry lines, waning regenerative ability, feelings of tightness and premature skin ageing can all be signs that the skin is losing its moisture balance. The physiological barrier function is compromised.⁴ As the skin's natural barrier function is essential for humans, there are additional protection mechanisms at the cell level such as its antioxidant capacity. This is an expression of the skin's natural 'active defence capability' or resistance to free radicals. Free radicals are constantly being formed. Substances in the environment that are harmful to health, such as particulate matter, smoke and UV radiation, facilitate their formation.⁵ If they cannot be neutralised by the body's own antioxidant processes, cell structures are also irreversibly damaged. Physiological repair functions are placed under pressure.⁶ The skin becomes susceptible, increasingly sensitive and prone to premature skin ageing.⁷

The innovative Dr. Hauschka 2-in-1 active complex

The inspiration for the development of Hydrating Serum Plus with its innovative 2-in-1 active complex stemmed from the skin care benefits of enhancing the Dr. Hauschka skin care routine with a comprehensive product that supports the skin barrier. Modern research into natural substances and medical/pharmaceutical issues, as well as extensive experience in natural skin care since 1967, have made this possible.

1 Kerscher, 2009, S. 7–8

2 Kerscher, 2009, S. 8; Michalak, Pierzak, Kręćisz, & Suliga, 2021, S. 2–3

3 Ellsäßer, 2020, S. 30; Gunnarsson, Mojumdar, Topgaard, & Sparr, & Emma, 2021, S. 481

4 Gade, 2023, o.S.

5 Baek & Lee, 2016, S. 164, 167; Michalak, Pierzak, Kręćisz, & Suliga, 2021, S. 2

6 Liu et al., 2023, S. 4–9

7 Michalak, Pierzak, Kręćisz, & Suliga, 2021, S. 2; Baek & Lee, 2016, S. 6



Innovation and inspiration.

The 2-in-1 active complex takes both aspects of a healthy skin barrier equally into account. The skin is provided with optimum, long-lasting hydration. Moisture created during a plant's life cycle is true to nature, active and naturally diverse. The secondary ingredients contained in plant juices, such as complex carbohydrates or pectins, facilitate physiological storage in a similar way to the skin's natural moisturising factor.⁸ The secret to the 2-in-1 active complex lies in the technology to unlock processes mimicking nature in extracts from different plants and make them available to the skin. The result of this research is an enriched moisture reserve that is quantifiably superior to the commonly used hyaluronic acid.

The second layer of action is the antioxidant power of the 2-in-1 active complex. In our own research laboratory and at external study centres, extensive studies on the ingredients, following through to the complex and the final product, show that potent natural effects are achieved.

The 2-in-1 active complex innovation lies in recognising the different antioxidant capacities of plants, which are represented by their constituent classes such as polyphenols, flavonoids or vitamins, and purposefully combining them.

The result

Over 90% of Hydrating Serum Plus is made up of the highly active 2-in-1 active complex, which in turn contains a wide range of plants. Each of them adds its own character. After all, the power of nature lies in its diversity. That's what Hydration Serum Plus is all about! It adds another step to the Dr. Hauschka skin care routine, following mild cleansing – which respects the skin's natural barrier, and toning. This enables individual skin care routines to be tailored to the skin's unique needs and concludes with lipid-rich daytime skin care, which provides the protective yet nourishing building block for a healthy skin barrier function.

⁸ Greco, 2010



Dr. Hauschka



Hydrating
Serum Plus



Tried-and-tested efficacy.

1. Skin hydration

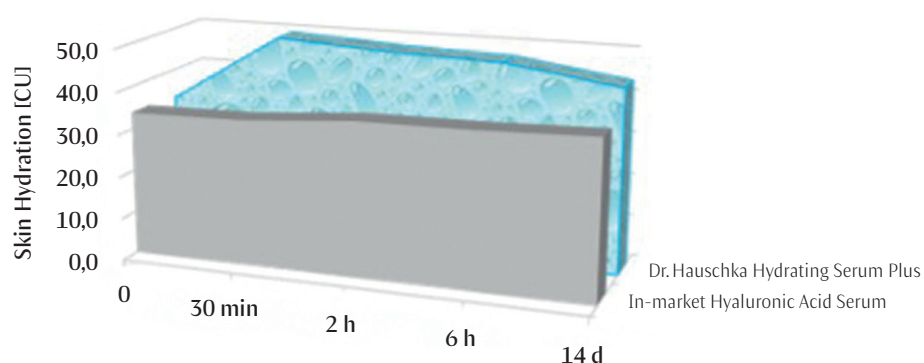
Dr. Hauschka Hydrating Serum Plus noticeably improves skin hydration, as confirmed by instrumental research and application studies. The fast and long-lasting moisturising effect of Dr. Hauschka Hydrating Serum Plus has been scientifically proven both in comparison to an off-the-shelf serum with hyaluronic acid, the gold standard for increasing skin hydration, and in comparison to everyday skin care routines.

Study design	Immediate effect	Long-term effect
Corneometer study¹	More hydration was detected in 100% of the test subjects after 30 min, 2 hrs and 6 hrs Skin hydration significantly increased by 46% just 30 minutes after application Hydration throughout the day: 28% more hydration after 6 hours Provides significantly more hydration at all measuring times than an off-the-shelf serum containing hyaluronic acid	85% of the test subjects show an increase in skin hydration after 14 days of regular use Skin hydration significantly increased by 13% after 14 days Significantly more hydration than with an off-the-shelf serum containing hyaluronic acid

¹ Corneometer study, independent test institute with 20 test subjects over a period of two weeks, application twice a day

Dr. Hauschka Hydrating Serum Plus significantly increases skin hydration at all measuring times. It was superior to an off-the-shelf hyaluronic acid serum over the entire course of the study.

Improvement of Skin Hydration*: Comparison with in-market Hyaluronic Acid Serum





Tried-and-tested efficacy.

Study design	Immediate effect	Long-term effect
Application study ²	78 % confirm the product acts as a skin booster 66 % confirm that the product deeply hydrates	56 % confirm that the skin is better hydrated in the long term

²Internal application study with 41 test subjects over four weeks, application once a day (one-side test)

2. Cosmetic performance

In application studies, test subjects assess the effectiveness of products in their usual environment. The selected study design enables subjective parameters to be transferred into statistically analysable data. A one-side test was carried out to directly test the benefits of Hydrating Serum Plus in addition to the usual daytime skin care under real conditions. The test subjects applied their usual daytime skin care products to the entire face and Hydrating Serum Plus to one side of the face.

Study design	Confirmed skin feel	Confirmed appearance
Application study ³	The skin feels smooth 78 % refreshed 88 % supple 73 % plump 54 %	The skin looks fresh 63 %

³Internal application study with 41 test subjects over four weeks, application once a day (one-side test)

3. The antioxidant effect

The antioxidant effect of cosmetic raw materials and formulations is measured by the ability to neutralise free radicals. Free radicals can attack the body's own substances and cell structures, such as collagen.⁹ The more radicals intercepted (radical scavenging activity or RSA for short), the stronger the effect. RSA played an important role in the selection of the active ingredients for Hydrating Serum Plus. Extensive screening of various plants using different extraction methods enabled the most potent substances to be identified and integrated into the 2-in-1 active complex. Its effectiveness shapes the entire formulation – the antioxidant effect is stronger than that of a vitamin C serum available on the market.

⁹ Reuther & Kersch, 2004

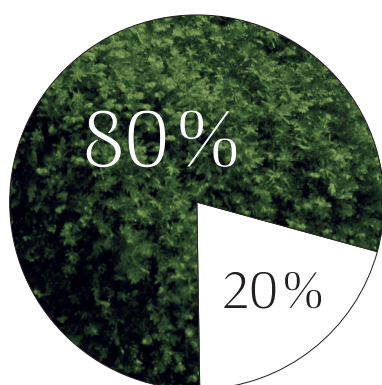


Tried-and-tested efficacy.

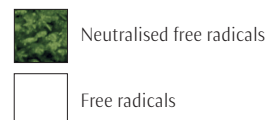
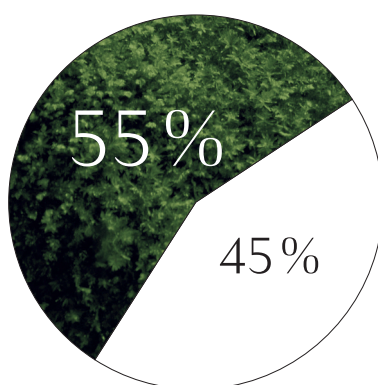
Study design	Antioxidant effect of the ingredients	Antioxidant effect of the formulation
In vitro study DPPH Assay ⁴	Significant efficacy of the antioxidant ingredients was proven: 98% of the antioxidant effect comes from ingredients in the 2-in-1 active complex	80% of the radicals are neutralised in 45 minutes. Significantly more effective than an off-the-shelf vitamin C serum.

⁴Dr. Hauschka research laboratories, Serum containing 1% Ascorbyl Glucoside

Hydrating Serum Plus



Off-the-shelf vitamin C serum



The carefully selected ingredients in the 2-in-1 active complex, including rosehip (*Rosa canina*) and witch hazel (*Hamamelis*), have been shown to significantly protect against oxidative stress.



Proven tolerability.

Tolerability for sensitive skin.

An epicutaneous test is used to test the tolerability of cosmetic formulations in test subjects. It is a standardised study design under specialist dermatological supervision, which tests tolerability under stricter conditions. The tolerability of Dr. Hauschka Skin Care products under real-life application conditions is also investigated.

Study design	Tolerability test
Epicutaneous test under specialist dermatological supervision ⁵	Skin tolerance has been dermatologically confirmed.
	Skin tolerance has been clinically confirmed.
	None of the test subjects experienced any adverse reactions.
	Suitable for sensitive skin.
Application study ⁶	Skin tolerance has been confirmed by users.
	Suitable for sensitive skin.

⁵Semi-occlusive patch test on 22 subjects with sensitive skin under specialist dermatological supervision

⁶Internal application study with 43 subjects over four weeks, application once a day

46 %
more hydration after
30 minutes*

80 %
antioxidant protection**

2-in-1
active complex



*Comparison of 20 test subjects using an off-the-shelf hyaluronic acid serum twice a day for two weeks

**In-vitro study: radicals reduced by 80% after 45 minutes



Raw material formulation and quality.

1. Function of the ingredients and complex – substance

The 2-in-1 active complex thrives on its individual components, which not only support each other, but actually boost each other.

Components for hydration

› Quince (*Cydonia oblongata*)

Part of plant used: the seed

Production process: Special Dr. Hauschka Skin Care process, carried out by hand.

The prized hydrating seed extract is made fresh from thousands of quince seeds for every batch of serum. This requires a lot of manual work and time. The seeds are rich in pectin. The pectin in the quince seed enables each seed to bind water many times its own weight.¹⁰ This means that the quince survives even very dry periods. This botanical quality of a natural moisture reserve is a gift for all skin conditions.

› Horsetail (*Equisetum arvense* L.)

Part of plant used: the shoots

Production process: Dr. Hauschka Skin Care's special rhythmised process, developed from research into extraction variables.

Horsetail is associated with the transportation of water and stability. It is one of the plants with the highest silicic acid contents. The skin is one of the human organs with the highest silicic acid contents. This connection is exploited in Hydrating Serum Plus in the 2-in-1 active complex. This is done by intensive extraction of the horsetail in aqueous medium over an extended period.¹¹

Which components cause the antioxidant effect

In the 2-in-1 active complex, we use the interaction of many plant components for the antioxidant effect, as it has been shown that a combination of different antioxidants can improve both their stability and efficacy.¹² A selection of these ingredients are

› Rose (*Rosa canina*)

Part of plant used: the fresh fruit (rosehip)

Production process: fermented and rhythmised extract, handmade.

The feistiness of the rose lies in its very nature. Its fruits are able to harness this strength – they are small and firm, rich in vitamin C and carotenoids,¹³ and they can withstand the whole winter. These powerhouses have been painstakingly researched for their antioxidant potential. Manual production enables Dr. Hauschka's own rhythmised fermentation process to tap into this power for the skin. It takes at least a year from harvesting to transformation into our Hydrating Serum Plus.

¹⁰ Hussain, 2020

¹¹ Meyer, Staiger, & Seitz, 2012

¹² Gulcin, 2025

¹³ Bährle-Rapp, 2007



Raw material formulation and quality.

› **Witch hazel (*Hamamelis virginiana* L.)**

Part of plant used: fresh leaves

Production process: lightly rhythmised extract, handmade over a period of six weeks

Witch hazel is a plant with its own rhythm – it flowers in winter and produces fruit in spring. This is testament to its strength and individuality. The delicate flowers withstand the winter. The visibly strong and robust leaves are also strong and resistant when it comes to their ingredients. Tannins like proanthocyanidin are found in high concentrations in the leaves of witch hazel. These substances, which are difficult to extract, have a high antioxidant effect. The lightly rhythmised extraction process for Dr. Hauschka Skin Care products harnesses the power of hamamelis leaves and makes it available to the skin, as recent results from the research laboratory show.

2. Formulation

A Dr. Hauschka product is always a complete formulation. There is an intention behind every single ingredient for the product and the individual. The sum of the individual parts is effectively and noticeably enhanced during the development process.

Over 90% of Hydrating Serum Plus is made up of our 2-in-1 active complex. Sensory-active components are also incorporated into the formulation: the hydration and active defence should also be tangible in the texture and fragrance. This is consistently accomplished. The serum feels fresh, light and durable. While fresh, subtle and accentuated with top notes, the scent is lasting and arresting at the same time. The combination of opposing forces creates tension and aesthetics that are intended to stimulate, strengthen and inspire in many ways.



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