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### CeraVe



We are delighted to unveil the newest addition to the CeraVe family – our Hydrating Micellar Water (€11.00 RRP\*). Already a fan favourite in the US, where the brand originates, this Hydrating Micellar Water is our first micellar water available in Ireland, building upon our core range of cleansers and moisturisers that we all know and love. Micellar water is heralded for its makeup removing abilities, but some shy away as they can find them drying on the skin... But CeraVe are taking micellar water's cleansing benefits to a whole new level with help from two hero skincare ingredients, niacinamide and of course, 3 essential ceramides to help protect the skin's natural barrier. "CeraVe Micellar Cleansing Water is a gentle alternative to more abrasive cleansing methods, which can be detrimental to skin health by disrupting the skin barrier, skin pH and microbiome balance on the skin's surface which in turn may cause dryness, irritation and skin sensitivity." explains Dr Alexis Granite, CeraVe consultant dermatologist. CeraVe Hydrating Micellar Water is the ideal first step in a #DoubleCleanse routine, perfectly paired with our hero Hydrating Cleanser. CeraVe is developed with dermatologists and loved by all ages. Our Hydrating Micellar Water is available now from local pharmacies nationwide, instore and online, including Meaghers & Cloud10.

