

GENOSYS Hydration Treatment — Home Care Protocol

For: End users with dehydrated, dry, or barrier-compromised skin

Climate: UAE (desert climate + AC dual challenge)

Line: GENOSYS Moisture Replenishing & Intensive Hydro

Goal: Restore optimal hydration, repair skin barrier, prevent moisture loss

Understanding Dehydration in the UAE Climate

The UAE presents a **dual dehydration challenge** that makes maintaining hydrated skin extremely difficult:

- **Desert climate** → extremely low humidity (often <20%) → rapid transepidermal water loss → dehydrated skin
- **Constant AC** → removes moisture from air → creates artificial desert indoors → continuous dehydration
- **Temperature shock** → moving between AC (22°C) and outdoor heat (45°C+) → barrier stress → increased water loss
- **UV exposure** → damages barrier function → reduces skin's ability to retain moisture

The GENOSYS Hydration system addresses all four factors with triple-weight hyaluronic acid, ceramides, and barrier-repair ingredients that restore and lock in moisture at multiple skin layers.

Morning Routine (5 minutes)

STEP 1: GENTLE CLEANSER (1 MIN)

Product: SNOW O₂ CLEANSER — 330 AED

Apply to dry face. Let the oxygen bubbles form naturally — they cleanse without stripping the skin barrier. For dehydrated skin, preserving the barrier is critical: a damaged barrier cannot retain moisture.

Rinse with **lukewarm water** (never hot — hot water strips natural oils and damages barrier).

STEP 2: HYDRATING TONER (30 SEC)

Product: SNOW BOOSTER — 260 AED

Soak a cotton pad and sweep across face and neck. This step is essential for dehydrated skin: - **Immediate hydration** — hyaluronic acid plumps skin instantly - **Prepares skin** — maximizes absorption of subsequent hydrating products - **pH balance** — restores optimal pH for barrier function

STEP 3: HYALURON SERUM (30 SEC)

Product: MOISTURE REPLENISHING HYALURON SERUM — 330 AED

Apply 2–3 drops to entire face and neck while skin is still slightly damp from toner. The serum contains: - **Triple-weight hyaluronic acid** — different molecular weights penetrate different skin layers - **Low molecular weight** → deep hydration - **Medium molecular weight** → mid-layer plumping - **High molecular weight** → surface barrier protection

Gently pat in — don't rub — to maximize absorption.

STEP 4: HYDRATING CREAM (30 SEC)

Products: - MOISTURE REPLENISHING HYALURON CREAM — 290 AED - INTENSIVE HYDRO SOOTHING CREAM — 290 AED (for severe dehydration)

Apply a generous layer to face and neck. These creams: - **Seal in serum** — prevents moisture evaporation - **Provide ceramides** — repair barrier function - **Deliver additional hydration** — continuous moisture throughout the day

Intensive Hydro option: Contains advanced barrier-repair ingredients (recommended for severely dehydrated or barrier-damaged skin).

STEP 5: SUN PROTECTION (30 SEC)

Product: ULTRA SHIELD SUN CREAM SPF 50+ PA++++ — 250 AED

Apply generously to face and neck. **SPF is essential for dehydrated skin:** - UV damage compromises barrier function → increased water loss - Sun exposure accelerates dehydration - ULTRA SHIELD's hydrating formula supports moisture retention

Evening Routine (5–7 minutes)

STEP 1: DOUBLE CLEANSE (2 MIN)

Products: - SKIN DEFENDER LIP & EYE MAKEUP REMOVER — 290 AED - SNOW O₂ CLEANSER — 330 AED

First cleanse: Makeup remover dissolves SPF, makeup, and pollution without stripping.

Second cleanse: Oxygen cleanser removes residual sunscreen and environmental toxins.

Why double cleanse: Leftover SPF and pollution particles can interfere with barrier repair overnight. Clean skin allows hydrating products to penetrate effectively.

STEP 2: HYALURON SERUM (30 SEC)

Product: MOISTURE REPLENISHING HYALURON SERUM — 330 AED

Apply 3–4 drops (slightly more than morning) to face and neck. Evening application is most effective: - Skin's natural repair cycle peaks overnight - No environmental stressors (AC, UV) interfere - Maximum absorption and barrier repair occur during sleep

For severely dehydrated areas (cheeks, around eyes), apply an extra drop as a targeted treatment.

STEP 3: BARRIER CREAM (30 SEC)

Product: SKIN BARRIER PROTECTING CREAM — 450 AED

Apply a generous layer to face and neck. This is the most critical step for dehydrated skin: -

Ceramides — rebuild barrier structure - **Cholesterol** — supports barrier lipids - **Fatty acids** — restore barrier integrity - **Occlusive protection** — prevents overnight moisture loss

This cream creates a protective seal that allows barrier repair while preventing dehydration.

STEP 4: WEEKLY OVERNIGHT MASK — 1× PER WEEK (30 SEC)

Product: SKIN RESCUE OVERNIGHT CREAM MASK — 340 AED

On your chosen night (e.g., Sunday), apply this mask instead of or over the barrier cream: - Apply a thicker layer than usual cream - Leave on overnight — no rinsing needed - Provides intensive hydration and barrier repair - Wake up with deeply hydrated, plumped skin

Daily Refresh

MICROBIOME MIST — THROUGHOUT THE DAY

Product: MICROBIOME ENERGY INFUSING MIST — 160 AED

Spray 2–3 times from 20 cm whenever skin feels tight or dry, especially: - After AC exposure (offices, cars, malls) - Mid-day refresh - Before reapplying makeup - Before bed (if not using overnight mask)

This mist: - Provides instant hydration boost - Supports skin microbiome (healthy microbiome = better barrier function) - Refreshes without disrupting makeup - Can be used unlimited times daily

Key Active Ingredients

Ingredient	Role	Found In
Triple-Weight Hyaluronic Acid	Multi-layer hydration (deep, mid, surface)	Hyaluron Serum, Cream
Ceramides	Rebuild barrier structure, prevent moisture loss	Barrier Cream, Hydrating Creams
Panthenol (Vitamin B5)	Soothes, repairs barrier, attracts moisture	Barrier Cream, Intensive Hydro Cream
Glycerin	Humectant — draws moisture into skin	All hydrating products
Allantoin	Soothes irritation, supports barrier repair	Barrier Cream
Pre/Probiotics	Support healthy microbiome → better barrier	Microbiome Mist

Recommended Product Sets

ESSENTIAL — "DAILY MOISTURE" SET

Mild dehydration, occasional tightness

Product	Price
MOISTURE REPLENISHING HYALURON SERUM	330 AED
MOISTURE REPLENISHING HYALURON CREAM	290 AED
MICROBIOME ENERGY INFUSING MIST	160 AED
SNOW BOOSTER	260 AED
Set Total	1,040 AED

COMPLETE — "INTENSIVE HYDRATION" SET


Moderate dehydration, barrier damage, persistent tightness

Product	Price
MOISTURE REPLENISHING HYALURON SERUM	330 AED
MOISTURE REPLENISHING HYALURON CREAM	290 AED
INTENSIVE HYDRO SOOTHING CREAM	290 AED
MICROBIOME ENERGY INFUSING MIST	160 AED
SKIN RESCUE OVERNIGHT CREAM MASK	340 AED
SNOW BOOSTER	260 AED
Set Total	1,670 AED

PROFESSIONAL — "TOTAL RECOVERY" SET

Severe dehydration, compromised barrier, flakiness

Product	Price
MOISTURE REPLENISHING HYALURON SERUM	330 AED
MOISTURE REPLENISHING HYALURON CREAM	290 AED
INTENSIVE HYDRO SOOTHING CREAM	290 AED
MICROBIOME ENERGY INFUSING MIST	160 AED
SKIN RESCUE OVERNIGHT CREAM MASK	340 AED
SNOW BOOSTER	260 AED
POWER SOLUTION HES	580 AED
HYDRO COOL MODELING MASK	300 AED
Set Total	2,550 AED


 **Tip:** Orders over 1,000 AED qualify for free shipping on genosys.ae

Common Mistakes to Avoid

1. **Using hot water** — Strips natural oils and damages barrier. Always use lukewarm water.
 2. **Over-cleansing** — Washing more than 2× daily removes protective oils. Stick to morning and evening.
 3. **Skipping toner** — Toner prepares skin for maximum product absorption. Essential for dehydrated skin.
 4. **Not sealing in hydration** — Serum alone isn't enough. Always follow with cream to prevent evaporation.
 5. **Using harsh exfoliants** — Damages barrier further. Avoid physical scrubs and strong acids.
 6. **Skipping SPF** — UV damage compromises barrier → increased dehydration. SPF is non-negotiable.
 7. **Not drinking enough water** — Topical hydration needs internal hydration support. Drink 2–3 liters daily.
 8. **Using products with alcohol** — Alcohol is drying and damages barrier. Check ingredient lists.
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Expected Timeline

Week	What to Expect
Week 1	Immediate relief from tightness, skin feels more comfortable
Week 1–2	Improved skin texture, reduced flakiness, better product absorption
Week 2–4	Visible plumping, fine dehydration lines fade, skin appears smoother
Week 4–6	Barrier function improves, skin retains moisture better, less frequent misting needed
Week 6–8	Significant hydration improvement, skin feels supple and resilient
Week 8–12	Barrier fully repaired, optimal hydration maintained, maintenance phase

 **Important:** Severe dehydration and barrier damage can take 8–12 weeks to fully repair. Be patient and consistent. If skin feels worse initially, you may need to reduce frequency and build up gradually.

UAE-Specific Tips

- **Humidify your bedroom** — AC removes moisture from air; a humidifier prevents overnight dehydration
 - **Keep mist in your bag** — Use MICROBIOME MIST whenever you enter/exit AC environments
 - **Drink water consistently** — UAE heat + AC = increased water needs. Aim for 2–3 liters daily
 - **Avoid long hot showers** — Hot water strips barrier. Keep showers lukewarm and brief
 - **Protect from AC vents** — Don't sit directly under AC vents; they accelerate dehydration
 - **Use barrier cream before flights** — Airplane air is extremely dry; apply barrier cream before travel
 - **Layer products on damp skin** — Apply serum immediately after toner while skin is still damp for better absorption
 - **Sleep with humidifier** — Overnight AC exposure is the longest dehydration period; humidifier helps significantly
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Protocol by GENOSYS Professional | genosys.ae | Updated February 2026