



NEW BEAUTY MAGAZINE

A five-in-one serum with Hawaii's best botanicals

Posted Monday, May 19, 2008

When we first heard about what H. Maloha has harvested to make skin look its most vibrant, we couldn't wait to try all of the brand's products. Then, we realized there's only one product. That's because their singular sensation, known as Bionutrient Face Serum, is a day, night, eye, firming and antioxidant serum in one pretty, red bottle.

Speaking of red, Bionutrient Face Serum's primary antioxidant is uniquely-structured astaxanthin, derived from Hawaiian red algae. Already one of the most powerful free-radical fighters, it's joined by other big-time skin defenders like vitamin E and idebenone. What makes this wrinkle-reducing formula a signature island brew, though, is the cast of mouthwatering organic ingredients that really up the radiance factor: bilberry, sugar cane, orange, lemon and cranberry.

Supported by other naturals (rose, aloe, meadowfoam, carrot oil, etc.), vitamins, and age-defying must-have DMAE, H. Maloha has got rejuvenation covered from every conceivable angle. So, with all of these key components, who needs more than one product?

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ALOHA POWER: H. Maloha, one of the few skin care companies using Hawaiian astaxanthin in topical antiaging treatments, has found that the naturally occurring pigment and antioxidant (which is used in its bionutrient face serum) measures up to some of beauty's leading ingredients. Astaxanthin, according to the company, has been shown to be 800 times stronger than CoQ10, 550 times stronger than green tea, 75 times stronger than alpha lipoic acid and 6,000 times stronger than vitamin C.