

# NEW HYDRO-SURGE DEWY FACE MIST

Hydration on demand.  
Glow on repeat.



**Inkey™**



Your skin's thirsty. You lose up to 2 liters of water a day and since your skin is made up of 64% water, dehydration shows up fast on your skin: dullness, tightness, and dryness. Just like your body needs water throughout the day, your skin needs it too.

Enter: **Hydro-Surge Dewy Face Mist**, clinically proven to provide you with 12 hour hydration and glow on the go, with no makeup meltdowns.

# inkey™

# SPRITZ IT.



“Many mists are loaded with alcohol, leaving skin dry and irritated. Others are packed with essential oils and fruity extracts that do little for your skin and can trigger sensitivity. At INKEY, we do things differently. We wanted to develop a face mist that went beyond the gimmicks - a formula that's powered by potent actives that deliver real skincare benefits – hydration, barrier support and glow. No fluff, just results.”

Colette Laxton - Co-Founder of INKEY

The Hydro-Surge Dewy Face Mist is clinically proven to deliver instant hydration and lock it in for 12 hours—without disturbing your makeup or SPF. Whether you're stuck on a long-haul flight, battling office air-con, or fresh out of a workout, this ultra-light, cloud-like mist hits skin with serious moisture the moment it starts to feel tight or thirsty. Expect a healthy, dewy finish. Anytime. Anywhere.



# inkey™



## Powered by 3 Active Ingredients

### 3% HYDROVITON® INSTA

An organic moisturizing complex that delivers instant and long-lasting, 12-hour hydration.

### 3% AQUAXYL™

Strengthens your skin barrier to better hold onto moisture and reduce water loss.

### 2% EARTH MARINE WATER

Gives the complexion a natural glow, whether sprayed onto bare skin or over makeup.

## Clinically Proven Results

### PROVIDES 12 HOUR HYDRATION + INSTANT GLOW\*

\*96-hr clinical patch-test on 31 people & 2-week consumer trial of 103 people

### PROMOTES AN INSTANT GLOW WITHOUT MESSING WITH YOUR MAKEUP

\*2-week consumer trial of 103 people

### SOOTHES EVEN THE MOST SENSITIVE SKIN\*

\*96-hr clinical patch-test on 31 people

“We didn’t want to create just another face mist - we wanted hydration that works smarter. Aquaxyl™, a patented complex, targets three key pathways for deep hydration: it strengthens the skin barrier, boosts water reserves in the skin by increasing hyaluronic acid, and improves water circulation within the epidermis. Hydroviton Insta takes it further, delivering multi-layered hydration and supporting cell renewal. And Earth Marine Water adds an instant glow. It’s skincare that helps your skin do what it’s meant to – but better.”

Mark Curry - Co-Founder of INKEY





**NEW HYDRO-SURGE DEWY FACE MIST | £11**

Launching 6th June 2025, available at Boots, Sephora, [theinkeylist.com](https://theinkeylist.com)

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