

Product Fact Sheet: CeraVe Hydrating Cleanser (Crème Lavante)

This is the **236ml** version of CeraVe’s signature cleanser designed specifically for normal to dry skin. Unlike foaming cleansers that can leave skin feeling "squeaky" (and stripped), this formula focuses on moisture retention while removing dirt and oil.

Quick Specs

- **Product Name:** CeraVe Crème Lavante Hydratante (Hydrating Cleanser)
- **Size:** 236ml (Pump bottle)
- **Skin Type:** Normal to Dry, Sensitive
- **Texture:** Non-foaming, creamy lotion
- **Key Focus:** Restoring the skin barrier and hydration

Key Ingredients & Technology

CeraVe is known for its "cocktail" of skin-identical ingredients. Here is why this specific formula works:

- **Essential Ceramides (1, 3, 6-II):** Helps replace the lipids that make up the skin barrier, keeping moisture in and irritants out.
- **Hyaluronic Acid:** Acts as a humectant to attract and hold water in the upper layers of the skin.
- **MVE Technology (Multivesicular Emulsion):** A patented delivery system that releases moisturizing ingredients over **24 hours**, so your skin doesn't dry out shortly after washing.
- **Glycerin:** A classic, reliable hydrator that softens the skin during the cleansing process.

Features & Benefits

Feature	Benefit
Non-Foaming	Cleanses without disrupting the skin's natural moisture balance.
Fragrance-Free	Minimizes the risk of irritation for sensitive or reactive skin.
Non-Comedogenic	Won't clog pores, making it safe for dry skin that is still prone to breakouts.
Dermatologist Developed	Formulated with medical-grade insight into skin barrier health.

How to Use

1. **Wet** skin with lukewarm water (hot water can strip natural oils).

2. **Massage** the cleanser into the skin in a gentle, circular motion.
3. **Rinse** thoroughly.
4. **Note:** This is a very mild cleanser. If you are wearing heavy waterproof makeup or mineral sunscreen, you might want to use this as the second step in a **double-cleanse** routine.

Pro Tip: Because it's so gentle and contains ceramides, this cleanser is often recommended for those using drying acne treatments (like Retinol or Accutane) or those with Eczema.