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Press Release Distribution Report

April 18, 2025

Company Name

HydraHug

Email

hello@hydrahug.com

Country

United States

Website

<https://www.hydrahug.com/>

Distribution Report

Latina-founded, Korean-inspired Skincare Brand, HydraHug, Launches to Support Sensitive, Easily Irritated Skin

Date Submitted: 2025-04-18

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Your Submitted Press Release

United States, 18th Apr 2025 - HydraHug, a new Latina-owned skincare brand, has officially launched with a focused mission: to support sensitive, breakout-prone skin through intentional formulas. Founded by Iris, HydraHug draws on her journey with PCOS-related flare-ups and her years of searching for gentle, effective solutions that wouldn't trigger irritation. The brand launches with three core products: two calming masks and a refreshing mist – all specifically formulated for skin that easily reacts to stress, breakouts, or environmental triggers.

HydraHug Founder Iris with HydraHug Skincare Products

HydraHug's formulations blend ingredients traditionally used in Latin American remedies, such as chamomile, with barrier-repair staples from Asian skincare, such as Centella Asiatica, green tea, and snail mucin. The result is a minimalist line that is cruelty-free, fragrance-free, and non-irritating. Each one is designed to deliver effective formulas while honoring the skin's natural sensitivity.

The product line includes:

Glow On The Go Mist: A facial spray formulated with hypochlorous acid to help calm irritation and support the skin's natural balance. Suitable for use after cleansing or throughout the day.

Boba Matcha N' Glow Mask: A hydrogel mask that combines matcha, Centella Asiatica, and chamomile to help reduce redness and replenish moisture, especially after exposure to environmental stressors.

Dew It All Mask: A hydrogel mask containing collagen, snail mucin, and niacinamide, developed to support hydration, improve texture, and enhance overall skin appearance.

"HydraHug was created for people who feel like their skin doesn't 'play nice' with most products," said Iris. "I spent years trying to manage flare-ups without making things worse, and that experience shaped how we approach formulation. Every product is designed with intention – to meet sensitive, easily-irritated skin where it is, with ingredients that help it feel calmed, not challenged.

HydraHug's approach emphasizes minimalism and mindfulness, offering a simplified routine without harsh additives. It aims to empower individuals who have long felt left out of mainstream skincare conversations due to reactive skin types.

To learn more about HydraHug and explore its collection, please visit <https://www.hydrahug.com>.

About HydraHug

HydraHug is a Latina-founded, Korean beauty-inspired skincare brand focused on supporting sensitive skin. Rooted in Korean skincare staples and Latin traditions passed down by the founder's Ecuadorian mother, the brand offers gentle, fragrance-free formulations designed to calm without compromise.

Socials: @?hydrahug

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