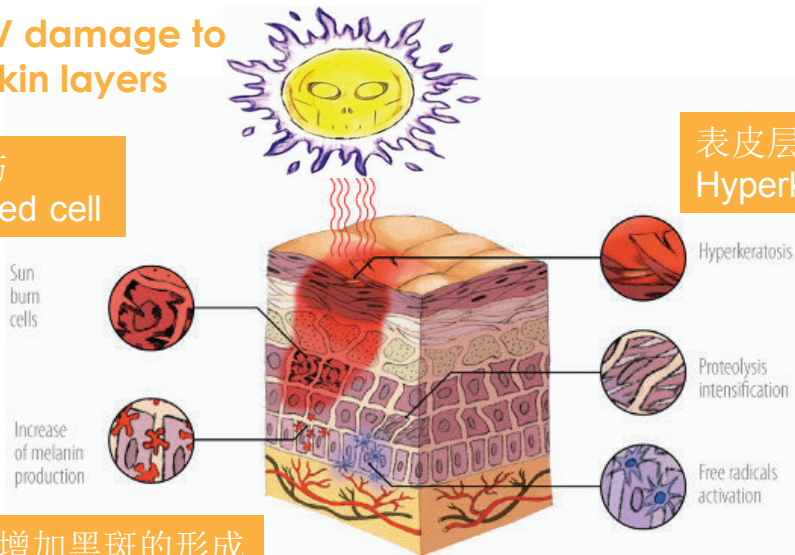


# SUN PROTECTION BASICS

Overall UV damage to different skin layers

细胞被烫伤  
UV damaged cell

表皮层角质化  
Hyperkeratosis of the epidermis



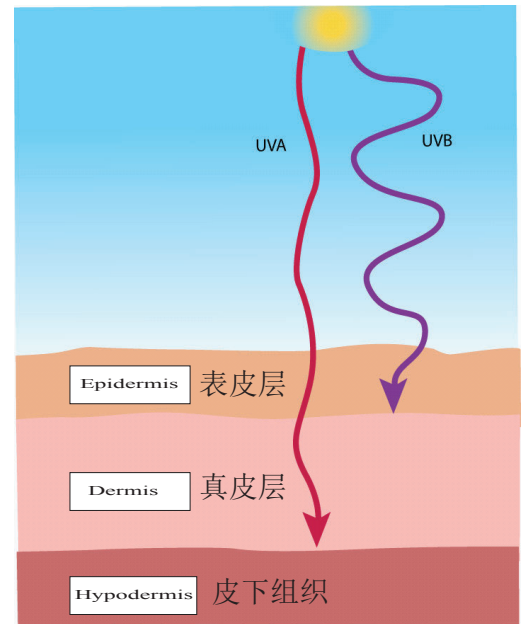
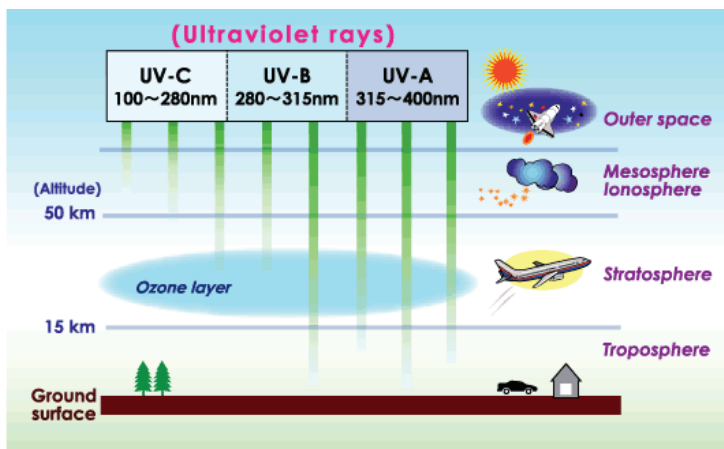
真皮骨胶原蛋白破坏断裂  
Destruction of dermal Collagen & protein

黑色素麦拉宁增加黑斑的形成  
Increase formation of Melanin & melanin spots

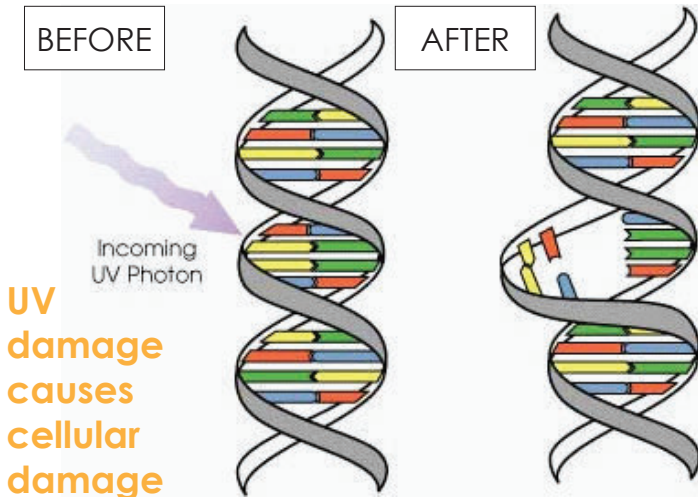
自由基破坏细胞基因突变可演变成癌细  
Free radical damage to cells to become

## UV Rays Penetration

Through the atmosphere



> Through the skin's layers



RESULTING in sun damage on skin, cellular damage and uneven pigmentation



# SUN PROTECTION PRODUCT

**SPF** (Sun Protection Factor **UVB**) measures the length of time a product protects against skin reddening (sunburn) from UV (Ultra Violet) radiation, compared to how long it takes to **redden** without protection. If, for example, it takes 30 minutes without protection for you to begin reddening, using SPF-20 sunscreen prevents you from reddening 20 times longer (600mins).

**PA** (Protection Grade UVA) is the expression for UVA Protection

- \* **PA+** UVA Protection
- \* **PA++** Considerable UVA Protection
- \* **PA+++** Greatest UVA Protection

## NEW TECHNOLOGY PHYSICAL SUNSCREEN

- light feel, high protection, high Natural Actives

## Mineral SPF 55 PA+++ [35gm]

For all skin types including sensitive & hyperpigmented skin | non-tinted

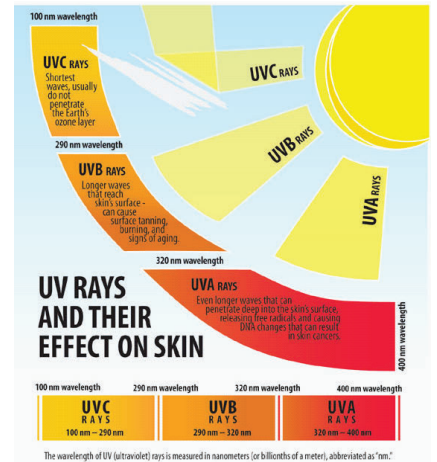
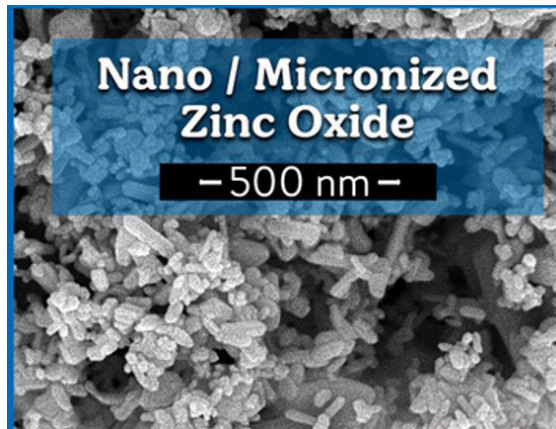
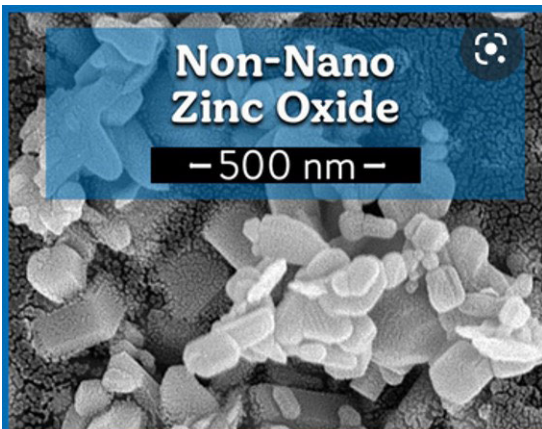
Mineral SPF55PA+++ utilizes unique specially treated microfine Zinc oxide and Titanium dioxide pigments for safe and effective Broad-Spectrum UV Protection for all skin type including sensitive skin.

These microfine, photostable physical UV filter that is translucent water resistant and non-greasy. Light feel and even most skin tones with tocopherol as an antioxidant, the bulk of the ingredients list make up the texture and emolience of the sunscreen. Longer lasting on skin.

PHYSICAL  
SUNSCREEN

**NATURAL ACTIVES (NO CHEMICAL UV ABSORBERS)**

- WATER RESISTANT - EVEN COVERAGE
- BLUE LIGHT PROTECTION



broad spectrum  
physical sunscreen

## Mineral SPF55PA+++



## Benefits of using physical sunblocks

**Physical sunblocks** use zinc oxide and titanium dioxide to reflect UV light. These mineral sunblocks sit on the skin's surface. **They absorb and reflect sunlight so that the harmful UV rays are not able to penetrate the epidermis.** The ingredients present in physical sunblocks act in a similar manner to a mirror or aluminium foil, preventing the sun's rays from penetrating into the deeper skin layers. Sunblocks containing titanium dioxide and zinc oxide fall into the category of natural or physical sunblocks.

Dermatologists recommend using physical sunblocks instead of chemical sunscreens for various reasons. The numerous benefits of a natural physical sunblock compared to a chemical sunscreen include:

- **Starts protecting from harmful UV rays immediately after application, whereas a chemical sunscreen takes about 20 minutes before it starts working**
- **Lasts for longer when you are exposed directly to UV rays, whereas a chemical sunscreen lasts for a shorter duration and needs frequent reapplication**
- **Gentler on your skin with fewer chances of clogging the pores. Better for sensitive skin. Chemical sunscreens are harsher on the skin.**

**No matter your skin type, your age or whether you have any particular skin problem, a natural sunblock is always a better choice. Dermatologists recommend it.**

## Titanium dioxide and zinc oxide

Titanium dioxide and zinc oxide are the only physical sunblock ingredients that are FDA-approved.

Benefits of zinc oxide sunblock

- A reflective material derived from the mineral zinc. Reflects the sun's harmful rays.
- Almost invisible to the
- Works as an antimicrobial, helping wounds heal quickly.
- Non-comedogenic. Free of oil and it will not clog your skin's pores.

## Zinc oxide for lightening dark spots

Zinc oxide prevents dark spots from becoming darker by protecting the skin from the sun's harmful UV rays. Zinc oxide is among the most effective natural sunblock ingredients available as it blocks all UVB rays and both, long and short UVA rays. Blocking UV radiation prevents the body from producing melanin which is responsible for dark spots. Over a period of time, reduced melanin regeneration causes the existing dark spots to lighten.

## Benefits of titanium dioxide sunblock

- Derived from the mineral titanium. Used in sunblocks and other cosmetics to thicken, lubricate, and whiten and to provide protection from UV rays.
- Almost invisible to the naked eye. Titanium dioxide is also scaled down to very small particles. This makes them less noticeable on your skin. People who have a darker skin tone can use sunblock containing titanium dioxide as it does not leave an opaque layer on the skin.
- Non-comedogenic
- Gentle on the skin and suitable for those with sensitive skin.
- Very effective at blocking UVB rays and shortwave UVA rays.

# NEW TECHNOLOGY

## SUNSCREEN

- light feel, high protection

# Aqua White SPF 55 PA+++ [35gm]

broad spectrum  
sunscreen

# Aqua White SPF55PA+++

with White Tomato Extract

For all skin types including sensitive  
& hyperpigmented skin | non-tinted

**HYDRATING & WHITENING ACTIVES**  
**WATER RESISTANT & HIGH PROTECTION**  
**LIGHT FEEL & NON-TACKY**

### Actives:

#### Hyaluronic Acid

- hydrating benefits

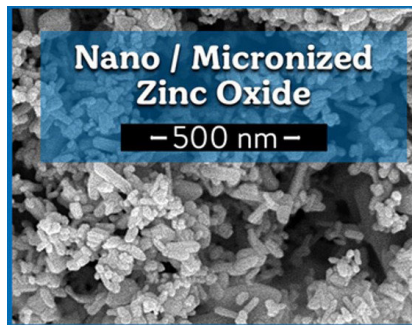
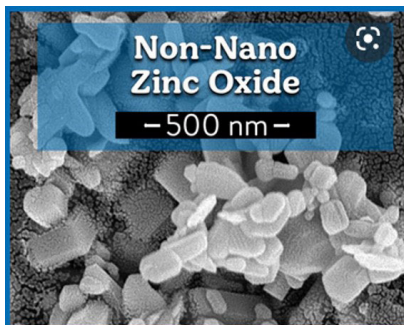
#### White Tomato Extract

- UV protection and skin lightening benefits

#### Microfine Zinc oxide and Titanium dioxide

- for safe and effective Broad-Spectrum UV Protection

**HYDRATING &  
BRIGHTENING  
SUNSCREEN**



PhotoRoom