

BACKGROUND

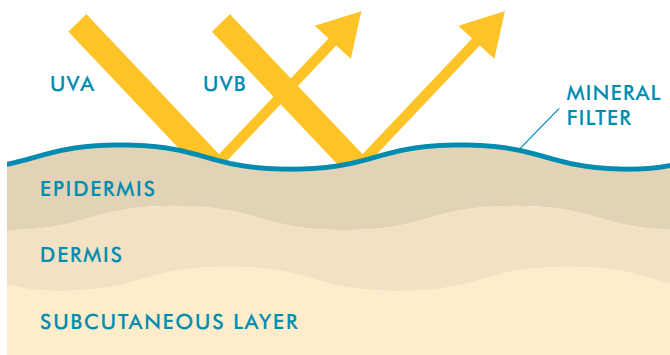
The most significant cause of visible skin aging is UV exposure, which causes up to 90% of the visible signs of aging.* UV radiation causes the creation of free radicals, degradation of collagen and elastin fibers, and breakdown of connective tissue, leading to the manifestation of fine lines, wrinkles, hyperpigmentation, and skin laxity.

Two of the major types of UV rays are UVA and UVB. UVA rays are known as the "aging" rays, are 30-50x more prevalent than UVB rays, and are responsible for photodamage and extrinsic aging. UVB rays are known as the "burning" rays. They can penetrate the epidermis, causing reddening and burning, and are a key component in the development of some skin cancers. Protecting the skin from daily UVA/UVB exposure is necessary to prevent extrinsic aging and potential skin cancer.

Mineral filters, like Titanium Dioxide, are key ingredients that can protect skin from UVA and UVB rays. These filters provide a protective barrier over the surface of the skin, and work by absorbing and reflecting UV rays. This helps prevent the penetration of UVA and UVB rays into the skin. Mineral filters are naturally occurring, and are ideal for all skin types, including sensitive and post-procedure skin.

*Source: The Skin Cancer Foundation

HOW MINERAL FILTERS WORK



Mineral Filters absorb and reflect UVA/UVB rays

KEY INGREDIENTS

Titanium Dioxide

- Microfine titanium dioxide is a non-chemical SPF contributor protecting against UVB and low range UVA rays

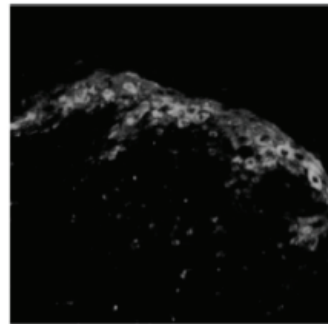
Translucent Color Spheres

- Iron Oxide Spheres evenly disperse within fluid texture to provide sheer surface coating
- Repels oil to minimize sebum appearance
- Enhances natural skin tone and restore radiance
- Universal tint for all skin tones, tested on all ethnicities
- Discreet coverage, can be used alone or under makeup

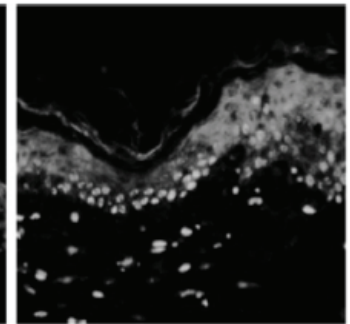
Artemia Salina (a plankton extract)

- Increases skin defenses and resistance to UV and heat stress
- Induces Heat Shock Protein 70 (HSP 70) – heat shock proteins protect skin proteins, including collagen, against UV damage

Skin treated with placebo



Skin treated with Artemia Salina*



Artemia Salina induces HSP70 expression in a stress-free manner

*Based on in-vitro testing

Note: A sunscreen applied at 2 mg per cm² of skin only blocks 55% of the free radicals that are generated by UV radiation and result in skin damage and premature aging (Haywood et al 2006. J. Invest Dermatol 121:862-868). For optimal protection, daily use of an antioxidant serum such as C E Ferulic[®] or Phloretin CF[®] in conjunction with a sunscreen is essential.