

100% MINERAL SUN FILTERS. ULTRA-FLUID TEXTURE. NO COMPROMISES.

INTRODUCING

SHEER MINERAL UV DEFENSE **SPF 50**

First to Market

- Daily-use high broad-spectrum UV protection
- Paraben-free, Chemical-filter free
- For all types, even very sensitive



 **SKINCEUTICALS**
ADVANCED PROFESSIONAL SKINCARE

Why do **40%** of people never use sunscreen?*

- 1 People dislike the heavy feel of certain sunscreens on their faces
- 2 People can experience irritation or allergic reactions to certain chemical sun filters.**



AN UNPRECEDENTED INNOVATION

A weightless protective fluid with 100% mineral filters provides broad-spectrum coverage for all skin types, even very sensitive and post-procedure skin.

With naturally derived ARTEMIA SALINA

Increases skin's natural defense and resistance response to UV and heat stress

- Protects collagen from UV damage†

A NEW GENERATION OF SUNCARE WITH BREAKTHROUGH TECHNOLOGY

✓ 100% MINERAL FILTERS	— HARSHNESS —
✓ SPF 50 PROTECTION WITH REDUCED CHEMICALS	— PARABENS, FRAGRANCE —
✓ LIGHT-WEIGHT, MATTIFYING FLUID WITH TRANSPARENT FINISH	— HEAVY, GREASY TEXTURE —
✓ VERY HIGH UV PROTECTION	— CHEMICAL FILTERS —



FEATURING A UNIQUE 'SHAKE THEN APPLY' ACTION TO ENSURE EVEN DISTRIBUTION OF ACTIVE INGREDIENTS AND MAXIMUM PROTECTION EFFICACY.

† Based on in-vitro testing

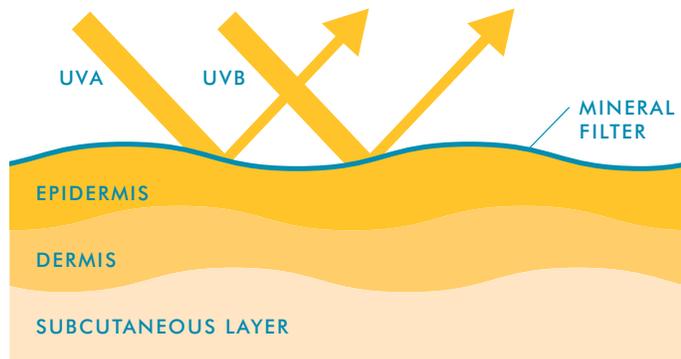
* Source: The Skin Cancer Foundation

** Source: Wolfe, Jonathan, M.D., Practical Dermatology, June 2008

100% MINERAL FILTER FORMULA

- Protect uniformly across UVB, and short and long UVA rays
- Microfine filters generate a smooth, sheer formulation
- Forms a protective barrier over the skin to help absorb and reflect the sun's rays

HOW MINERAL FILTERS WORK:



MINERAL FILTER SUNSCREENS ARE IDEAL FOR:

- POST-PROCEDURE OR SENSITIVE, INTOLERANT SKIN
- DAILY AND PROLONGED UV EXPOSURE

Shows how mineral sun filters absorb and block UVA and UVB rays before they penetrate and damage the skin