

ATHENALAB

Sun Care

EXPERT

SUN PROTECTION
FACE CREAM

STOP THE
BURN

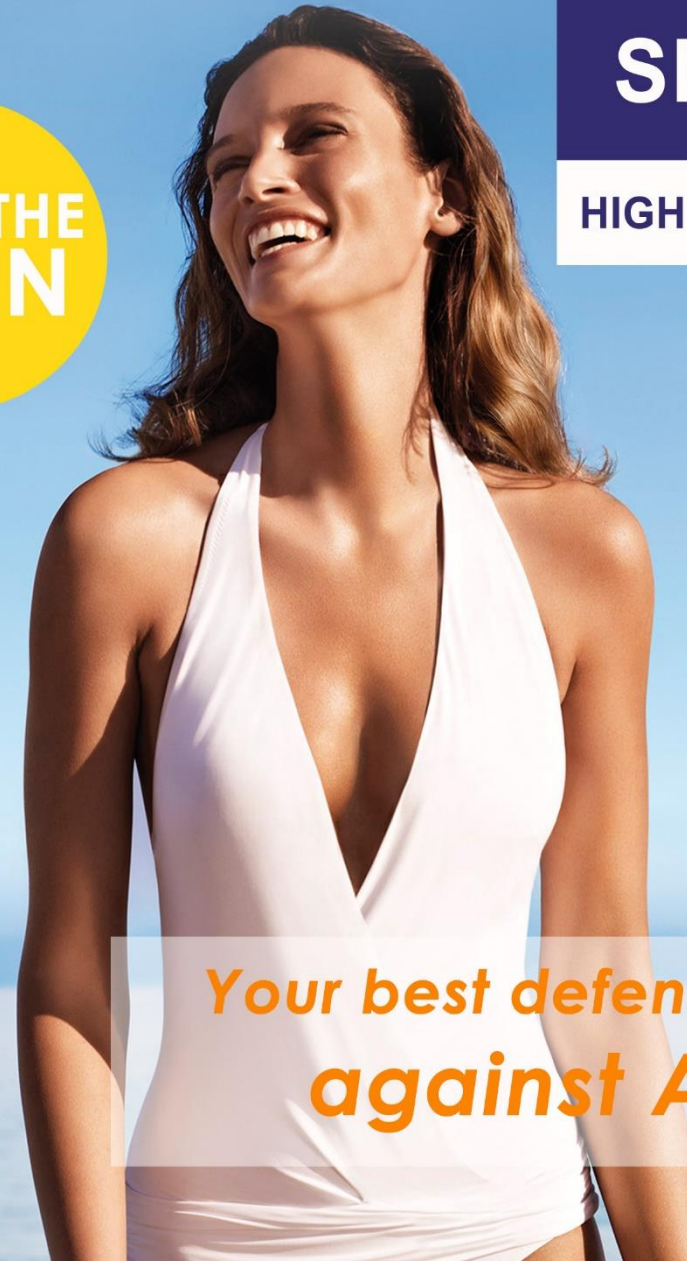
SPF 100

HIGH PROTECTION

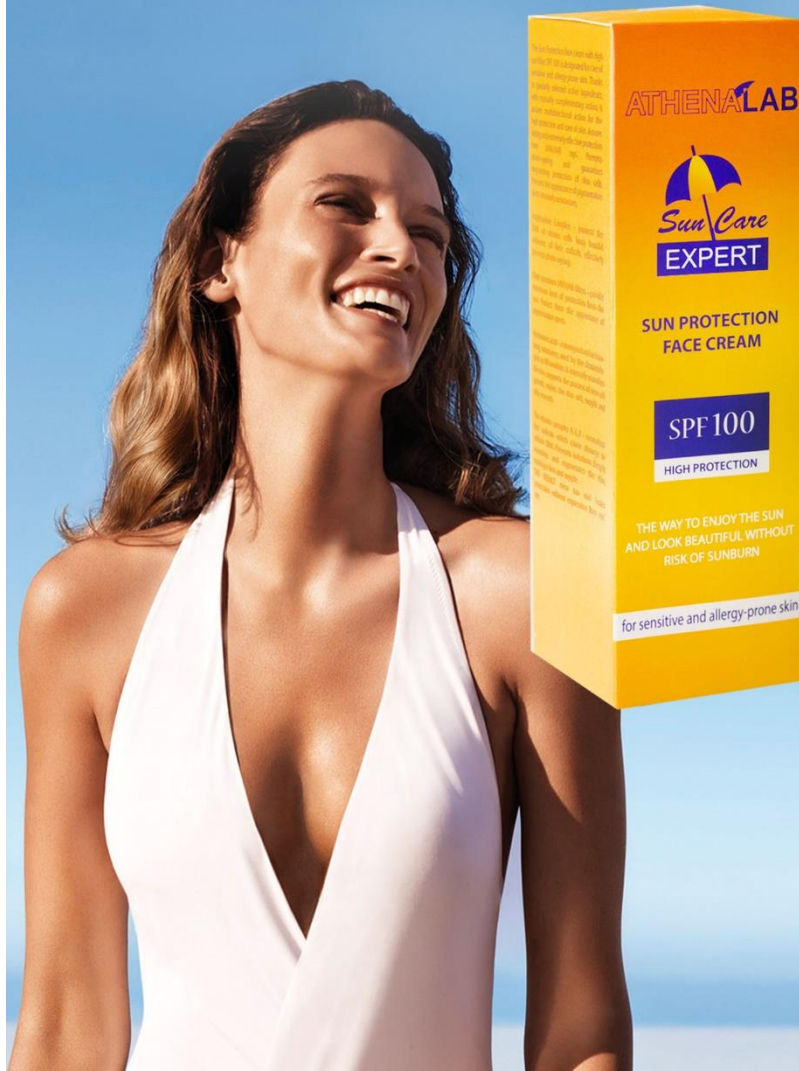


**New Formula
with
HYALURONIC ACID**

**Your best defence
against Aging!**



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Performance, effectiveness and safety of sun protection products are related to 2 major factors

Quality and nature of filters used

Chemical or Physical:

- Chemical filters **ABSORB** radiation, granting a higher performance and effectiveness, an increased safety (due to a reduced penetration into skin).
- Physical filters **REFLECT** radiation.

Formulation basis

- Interaction with solvents, emulsifiers, bulking agents impacts on filters' stability, bioavailability and time coverage.
- Low performance solvents hamper filters' coverage.
- A more or less homogeneous dispersion of filters in the emulsion impacts on uniformity on skin during application.

Best products shall also guarantee a pleasant texture and skin feel:

Non-sticky and Quickly absorbed

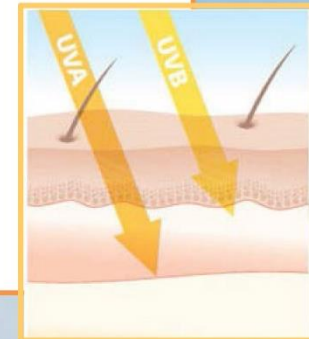
Transparent film (low "white effect"),

The importance of a double screen: UVB & UVA

UV-B radiation: between 280 and 320 wavelength (nm)

Short-term damages:

- ✓ sunburn
- ✓ rash
- ✓ photosensitizing
- ✓ heatstroke



UV-A radiation: between 320 and 400 wavelength (nm)

Long-term damages:

- ✓ accelerated photo-ageing
- ✓ immune system alteration
- ✓ skin cancer

Which kind of protection?

<i>Category indicated on products</i>	<i>SPF indicated on products</i>	<i>Measured SPF</i>	<i>Minimum recommended UVA protection</i>
LOW protection	6	6 - 9,9	1/3 of the sun protection factor indicated on the label
	10	10 - 14,9	
MEDIUM protection	15	15 - 19,9	
	20	20 - 24,9	
HIGH protection	25	25 - 29,9	
	30	30 - 49,9	
VERY HIGH protection	50	50 - 59,9	
	50+	60 >	

Laboratory calculations (IN VIVO tests complying to ISO 24442-3-4 regulations) allow to simulate (i.e. exactly measure) the SPF (UVB and UVA) guaranteed by each product, starting from the percentages of the filters used in the formulation

PRODUCT DESCRIPTION:

The sun protection face cream with high sun filter SPF 100 is designated for care of sensitive and allergy-prone skin.

Thanks to specially selected active ingredients, with mutually complementary action, it assures multidirectional action for the high protection and care of skin.

It assures lasting and extremely effective protection from UVA/UVB rays. Prevents photo-ageing and guarantees long-lasting protection of skin cells. It prevents the appearance of pigmentation spots. Intensely moisturizes.

FEATURES

- Prevention of photo-ageing and damages to DNA of the skin cells
- Prevention of pigmentation spots
- Double force of moisturization and improvement of the skin's condition
- Perfectly absorbing formula
- Non-sticky



The vitamin complex A, E, F neutralizes free radicals which cause damage to cellular DNA. It is preventing irritations. Deeply nourishes and regenerates the skin, making it firm and supple.

Antyleuskin Complex protects the DNA of dermis cells from harmful influence of free radicals, effectively prevents photo-ageing.

Wide spectrum UVA/UVB filters

provide maximum level of protection from the sun. Protect from the appearance of pigmentation spots.

Hyaluronic acid

a strong natural moisturizing substance, it used by the dermatologists to fill wrinkles. It intensely smoothes the skin, supports the process of new cell growth, makes the skin soft, supple and silky smooth.