

## PRODUCT FOCUS

### Element barrier

Anew Protective Complex consisting of a combination of organic and inorganic sunscreens providing a total defence against UVA and UVB radiation. This falls in line with the SPF 40 sunscreens.

A new Emulsifier system which provides more moisturising properties and an improved texture.

Added ingredients include Milk Lipids, Ceramide-3 and a Complex of Phytoceramides-6 to improve overall moisture in the stratum corneum and provides the skin with increased barrier protection there by preventing TEWL (Trans Epidermal Water Loss).

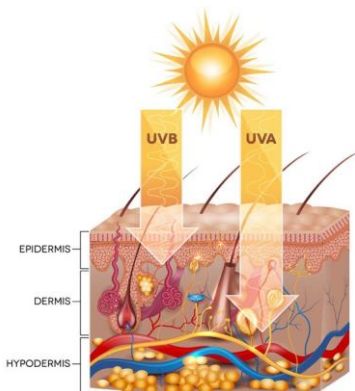
#### What is the focus ingredient?

##### Artemia Salina

This is an ingredient which has been in the previous formulation, however we now have claims of added Infra-red protection.

Infra-red rays raises the skin's temperature and produces skin free radicals. This, together with UVA and UVB radiation results in solar skin ageing.

An additional fact is that extreme heat and cold also causes thermal skin ageing.



The ingredient, Artemia Salina, is a plankton that is able to survive in extreme conditions that is detrimental to most human life on earth such as a lack of water, extreme temperatures, radiation etc.

- It helps to improve skin resistance to various ageing shocks.
- It improves the skin's resistance to environmental stress, restores normal skin functioning as well as provide the skin with infra-red protection.

#### Efficacy Testing of Artemia Salina indicated:

- Less DNA damage by UVB radiation
- Less damage to mitochondria by UVB radiation and Infra-red
- Protects the cells from heat and cold stress

