



**Special care
for demanding skins**

Special treatments for demanding skins

From the most advanced innovation in Swiss cosmetological research, a range of treatments formulated to take care of the most **demanding skins**, effectively and gently.

Under **stressing environmental conditions, lifestyle factors, psycho-emotional states, hormonal unbalances or during drugs' usage**, the skin can over-react to external stimuli, becoming **sensitive, dry and suffer from itching, burning, stinging or tightness**.



Exposure to sun may contribute to a harshening of such conditions, on top of representing the major cause of photo-ageing, if not controlled. In dry and sensitive skins the natural moisture-retaining barrier is impaired, leading to increased **Trans Epidermal Water Loss (TEWL)**, **pH unbalances**, **redness** and **irritations**, and to a **fragile appearance**.

If not prevented or treated, more serious conditions, such as rashes, eczema, atopic dermatitis or xerosis, may appear. As part of an overall skincare regimen, treatments can contribute to **prevent, sooth or fight dryness significantly**.

With a regular use of products, **dry** and **sensitive** skin will feel soft, smooth, moist and protected, in a word healthier! **6 products**, to choose the most appropriate to each skin condition.





Gentle Cleansing Milk



Bottle 300ml
with box & PIL

A **soap-free** cleansing lotion ideal for face and body, with **soothing and softening** action, formulated with a **mild, non-irritating milky texture**.

Excellent to gently cleanse even the most sensitive skins, including rosacea-prone skins.

Helps to **maintain the skin's natural moisture balance and calms sensitivity**

Gentle Cleansing Milk



Application tips:

Gently massage onto skin, rinse off with cool or lukewarm water and pat the skin dry with a towel.
Suitable for all skin types

Active ingredients:

JOJOBA OIL, emollient and moisturizing agent of the lipophilic layer;

SHEA BUTTER, contributing to skin nourishing;

UNDECYLENAMIDE DEA, with anti-bacterial, anti-microbial, anti-fungal properties.

Skin-friendliness claims:

Free from **PARABENS - PEG/PPG – SLS/SLES - SILICONS – ALCOHOL – MINERAL OILS - COLORING AGENTS**

Fragrance free

Non comedogenic

Moisturizing Lotion



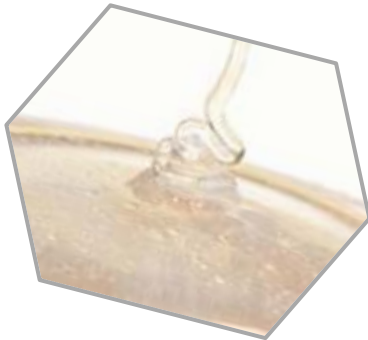
- Bottle 500ml with pump
- Bottle 300ml with snap-on cap with box & PIL

Gentle, non-irritating, non-greasy lotion with **moisturizing, soothing, nourishing** action, excellent to recondition and deeply hydrate dry and sensitive skin and to protect it from oxidization processes.

Ideal for **hands, feet, elbows and knees** and appropriate also for **facial use**.

Provides **long-lasting relief** even to severely dry skin, a condition often associated with eczema and psoriasis related disorders.

Moisturizing Lotion



Application tips:

Gently massage onto dry skin, until fully absorbed, preferably directly after bathing, wetting the skin or washing hands. Apply daily, once or twice, or whenever the need is felt. Suitable for all skin types, also for sensitive and dry skins prone to eczema and irritations.

Active ingredients:

AVOCADO OIL, with anti-oxidant action, boosting collagen production and thus supporting skin rejuvenation;

GLYCERIN, with moisturizing and soothing properties;

VITAMIN E and **PRO-VITAMIN B5**, contributing to skin softness, elasticity and restructuring.

Skin-friendliness claims:

Free from: **PARABENS – SLS/SLES – MINERAL OILS – COLOURING AGENTS – LANOLIN.**

Fragrance free. Non comedogenic.

Moisturizing Cream



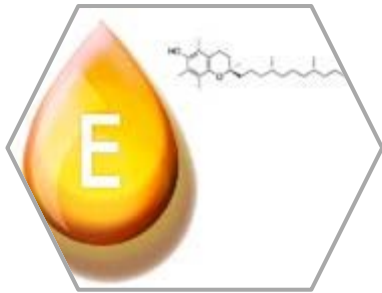
- Jar 500ml
- Jar 250 with snap-on cap with box & PIL
- Tube 100ml with box & PIL

Rich, non-greasy cream with **moisturizing, soothing, nourishing** action, excellent to **recondition and deeply hydrate** dry and sensitive skin.

Ideal for **hands, feet, elbows and knees** and appropriate also for **facial use**.

Provides **long-lasting relief** even to severely dry skin, a condition often associated with eczema and psoriasis related disorders.

Moisturizing Cream



Application tips:

Gently massage onto dry skin, until fully absorbed, preferably directly after bathing, wetting the skin or washing hands. Apply daily, once or twice, or whenever the need is felt. Suitable for all skin types, also for sensitive and dry skins prone to eczema and irritations.

Active ingredients:

ALMOND OIL and **GLYCERIN**, with moisturizing and soothing properties;
VITAMIN E, contributing to skin softness, elasticity and restructuring.

Skin-friendliness claims:

Free from: **PARABENS – SLS/SLES – MINERAL OILS – COLOURING AGENTS – LANOLIN**
Fragrance free.

Hand Cream



Tube 100ml
with box & PIL

Long-lasting, non-greasy, moisturizing cream with softening and nourishing action, excellent to deeply hydrate dry, chapped hands for an immediate and long-lasting effect.

The combined action of its active ingredients make the cream ideal to treat sensitive skins.

The delicate texture leaves the skin smooth and velvety.

Hand Cream



Application tips:

Apply onto dry hands, rubbing in gently, until fully absorbed. Apply daily, whenever the need for hydration is felt. Suitable for all skin types, especially for rough and dry skins.

Active ingredients:

PSEUDOALTEROMONAS EXOPOLYSACCARIDES, rich in glucuronic acid, act as powerful moisturizing agents with a high water retaining capacity, providing an immediate and long-lasting effect;

SHEA BUTTER, to lock in moisture;

GLYCERIN, with moisturizing and soothing properties;

VITAMIN E, contributing to skin softness, elasticity and restructuring

Skin-friendliness claims:

Free from: **PARABENS – SLS/SLES – MINERAL OILS – COLOURING AGENTS – LANOLIN.**

Fragrance free. Non comedogenic.

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

1 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.

2 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, transparent film (low “white effect”), quickly absorbed

Which UV filters?

AVOBENZONE	chemical / organic	4%
BISOCTRIZOLO	chemical / organic	6%
SULISOBENZONE	chemical / organic	2%
OCTINOXATE	chemical / organic	5%
HOMOSALATE	chemical / organic	4%
OCTOCRYLENE	chemical / organic	6%
ENSULIZONE	chemical / organic	2.5%
		29.5%

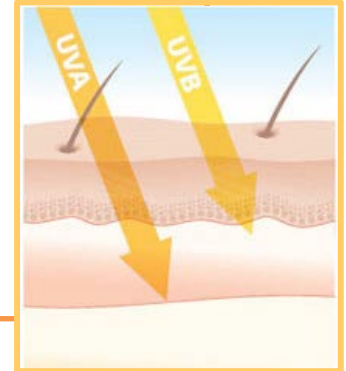
**The lower the total amount, the higher the performance
(> efficiency)**

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	
	50	50 - 59,9	
VERY HIGH protection	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

Which kind of protection?




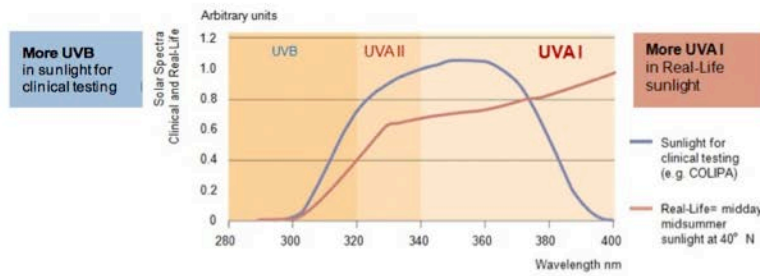

UVB

BASF Sunscreen Simulator

SPF, UVA-Metrics, Protection Profile, Real-Life Calculations



www.basf.com/sunscreen-simulator

Input	Region: Europe Application amount: 2.0 mg/cm ²	Date: 2014/10/08 11:30:54		
	UV Filter composition	USAN name	Abbreviation	Amount
	INCI name Butyl Methoxydibenzoylmethane Methylene Bis-Benzotriazolyl Tetramethylbutylphenol (nano), Tinosorb M, active Benzophenone-4 (Uvinul MS40) Ethylhexyl Methoxycinnamate (Uvinul MC80) Homomenthyl Salicylate Octocrylene (Uvinul N539T) Phenylbenzimidazol Sulfonic Acid	Avobenzene Bisotrizole Sulisobenzene Octinoxate Homosalate Octocrylene Ensulizole	BMBM MBBT BP4 EHMC HMS OCR PBSA	4 % 6 % 2 % 5 % 4 % 6 % 2.5 % Total: 29.5 %
SPF	 SPF (ISO 24444): 60.2 Rating: 50+	Simulation of the sun protection factor in vivo (SPF, ISO 24444) is performed. A description of the calculations is given in: "In silico Determination of Topical Sun Protection", Bernd Herzog and Uli Osterwalder, Cosmetic Science Technology 2011, 62 - 70		
Filter efficiency: 2.0 (SPF/% UV Filter)		The UV Filter efficiency is the ratio of SPF and total UV Filter concentration (in %). The higher this value, the less Filter is required to achieve a certain SPF. This means a higher degree of freedom in the choice of other ingredients in a sunscreen formulation.		
Comparison of Solar Simulator and Real-Life Sunlight				
Real-Life Calculations	 Real-Life Sunburn Protection Factor (calculated with midday midsummer sunlight at 40°N) SPF (Real-Life): 55.1 Rating: 50 Transmitted UV Dose at 1 MED: 16.4 J/cm ² Normalized Transmitted UV Dose at 1 MED: 2.1	The SPF in vivo method (ISO 24444) uses as irradiation source a solar simulator with a cut-off of radiation >400 nm, thus emitting also far less UVA radiation than the sun. In contrast, the real-life SPF is calculated using a standard solar spectrum with full UVA content. Since sunscreens are commonly UVB biased, the Real-Life SPF is smaller than the SPF obtained with the solar simulator. The two SPF's are only the same in the case of the "ideal sunscreen" with spectral homoeostasis. The irradiance of the sun is stronger in the UVA range than in the UVB range. Therefore, the total Transmitted UV Dose (from 290 to 400 nm) after having received 1 MED depends strongly on the spectral properties of the applied sunscreen. The Transmitted UV Dose after 1 MED is calculated in J/cm ² using the same standard solar spectrum as for the Real-Life SPF. An "ideal sunscreen" would perform like a neutral density filter with the same protection at any wavelength. In such a case the Transmitted UV Dose at 1 MED has a value of 7.9 J/cm ² . This value is used to normalize the Transmitted UV Dose @ 1 MED. The closer the normalized value comes to 1, the more ideal is the spectral profile of the respective sunscreen.		

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Which kind of protection?

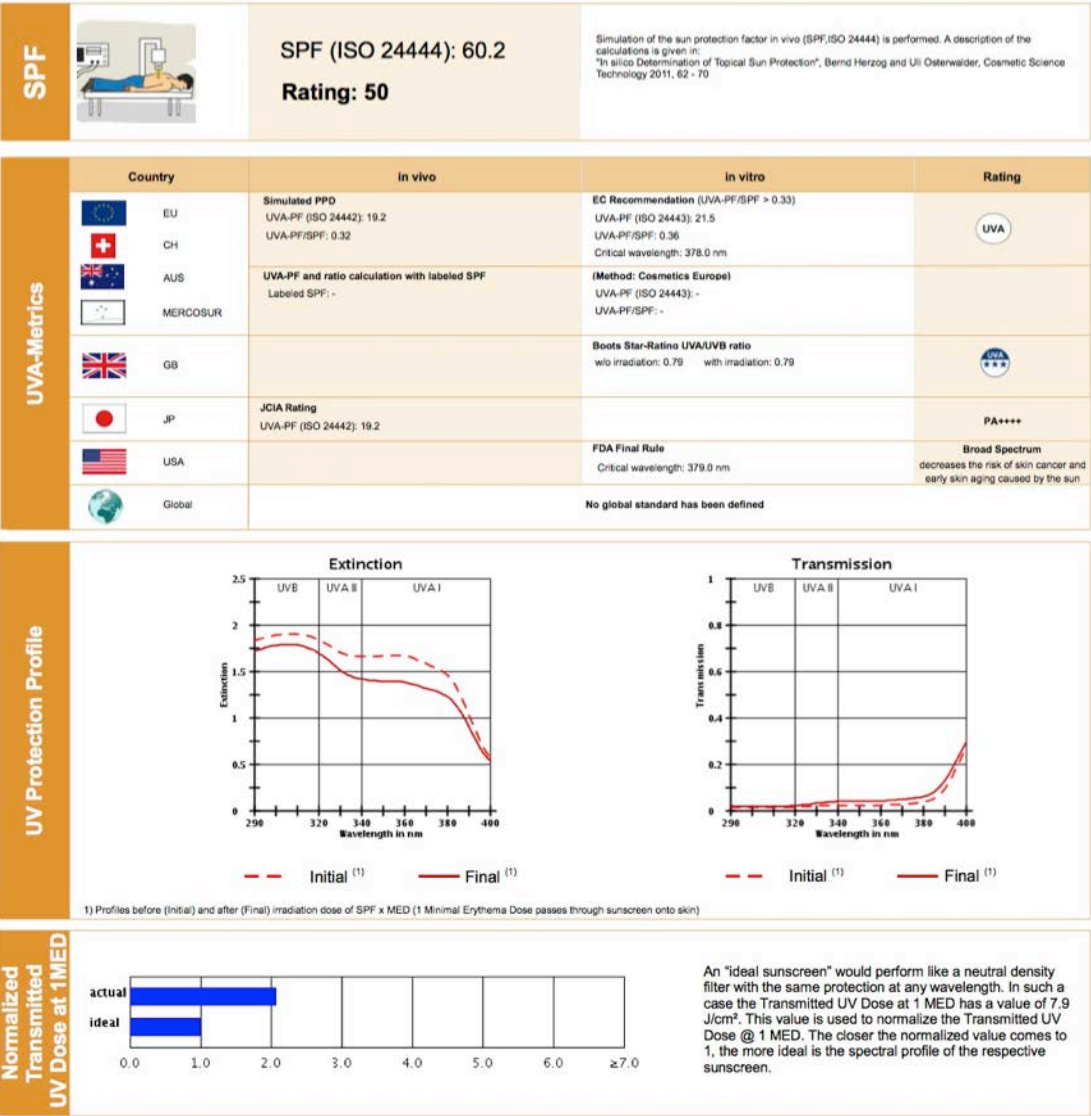


BASF Sunscreen Simulator

SPF, UVA-Metrics, Protection Profile, Real-Life Calculations



www.basf.com/sunscreen-simulator



Conclusions

Filters used:	29,5% - only chemical
Filters' efficacy:	2%
UVB IN VIVO :	60,2 = SPF 50+
UVB REAL LIFE :	55,1 = SPF 50
UVA:	19,2 (in vivo) – 21,5 (in vitro)

- ✓ **Extremely STABLE emulsion : only 9% SPF decay from “in vivo” to “real life” test**
- ✓ **UVB: 50+ ✓ UVA: approved**

Nourishing Face Cream SPF50+ UVB / UVA protection



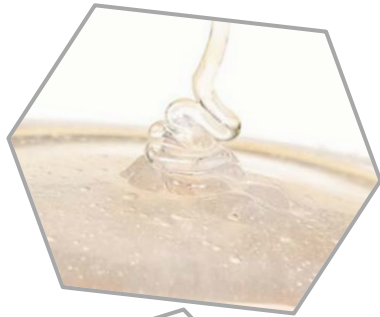
Tube 50ml
with box & PIL

High-tolerance nourishing and hydrating cream, especially formulated to protect against UVB and UVA radiation

Helps to prevent sunburn, rashes and long-term UV-induced skin ageing and damage.

Non-greasy, non-irritating, quickly absorbed texture suitable for all skin types.

Nourishing Face Cream SPF50+ UVB / UVA protection



Application tips:

Apply evenly onto dry skin, daily, once or more, preferably before and during sun exposure. Avoid contact with eyes. Keep out of the reach of children. Avoid direct contact with fabrics and hard surfaces to prevent staining.

Active ingredients:

With UV filters: **AVOBENZONE (4%),**
BISOCTRIZOLO (6%), SULISOBENZONE (2%),
OCTINOXATE (5%), HOMOSALATE (4%),
OCTOCRYLENE (6%), ENSULIZONE (2,5%).
Enriched with **GLYCERIN** and **VITAMIN E.**

Skin-friendliness claims:

Free from: **PARABENS – SLS/SLES – ALCOHOL –**
MINERAL OILS – COLOURING AGENTS

Fragrance free.

Non comedogenic.

Hydrating Face Lotion SPF50+ UVB / UVA protection



Bottle 65ml with spray pump
with box & PIL

High-tolerance hydrating lotion,
especially formulated to protect against
UVB and UVA radiation

Helps to **prevent sunburn, rashes and
long-term UV-induced skin ageing and
damage**

**Lightweight, non-irritating, quickly
absorbed** texture suitable for all skin
types, suitable also for body.

Hydrating Face Lotion SPF50+

UVB / UVA protection



Application tips:

Apply evenly onto dry skin, daily, once or more, preferably before and during sun exposure. For external use only. Avoid contact with eyes. Keep out of the reach of children. Avoid direct contact with fabrics and hard surfaces to prevent staining.

Active ingredients:

With UV filters: **AVOBENZONE (4%),**
BISOCTRIZOLO (6%), SULISOBENZONE (2%),
OCTINOXATE (5%), HOMOSALATE (4%),
OCTOCRYLENE (6%), ENSULIZONE (2,5%).
Enriched with **GLYCERIN** and **VITAMIN E.**

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Fragrance free

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swiss beauty engineering

 Reef

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