

# INSIDE + OUT

UNSTOPPABLE PHOTO PROTECTION

 SKINCEUTICALS  
ADVANCED PROFESSIONAL SKINCARE

INSIDE

Sunscreens are the skin's essential first line of defense to protect against damaging UVA and UVB rays, shielding from the outside.

But even the best broad-spectrum sunscreen only blocks up to **55%** of damaging UV-induced free radicals.\*

Free radicals are unstable UV-induced molecules that accelerate sun damage.



## ANTIOXIDANT INSIDE

- Provides **8X** the skin's natural protection against free radical damage
- Once absorbed, can't be rubbed or washed off
- Only one daily application is needed

OUT

## SUNSCREEN OUTSIDE

SkinCeuticals sunscreens provide true broad-spectrum UV coverage



\* Source: Haywood R et al (2006). J Invest Dermatol 121 :862-868.

UVC

UVB

UVA

VISIBLE LIGHT

INFRARED

290

320

400

WAVELENGTHS IN NM

760

3000

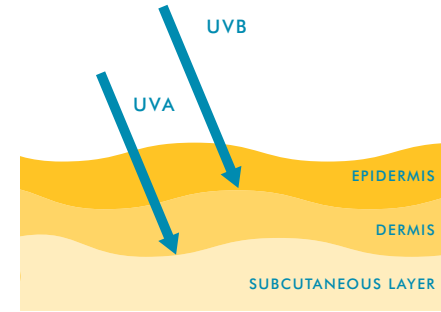
### THE CAUSES OF PHOTOAGING

UV rays are electromagnetic radiation with a wavelength shorter than that of visible light, rendering it invisible to the eyes. These wavelengths are divided into three regions:

**UVA:** THE LONGEST AND MOST DAMAGING OF THE THREE

**UVB:** ACCOUNTS FOR ONLY 5% UV RADIATION REACHING THE EARTH

**UVC:** THE SHORTEST RAY AND IS ABSORBED BY THE OZONE LAYER



SPF is an indicator of how long it will take for UVB rays to cause redness and burning on the skin when using a sunscreen versus the skin's natural defenses. For example, a sunscreen with an SPF of 30 will protect the user against redness 30 times longer than without applying sunscreen. **SPF is not an indicator of how much UVA protection a sunscreen has, so it is important to use a broad-spectrum sunscreen that protects across the UVA/UVB spectrum.**

## UVA causes Aging

UVA accounts for up to 95% of the UV radiation that reaches the earth and is 30 to 50 times more prevalent than UVB. Unlike UVB, UVA is present year round, has a constant intensity, and can pass through clouds and glass. Penetrating the skin 40 times deeper than UVB, UVA causes up to 90% of visible photoaging inducing significant damage in the epidermal areas where most skin cancers occur. Beyond the destruction of collagen and elastin, UVA rays contribute to and even initiate the development of skin cancers.



## UVB causes Burning

Damaging the outermost layers of the epidermis, UVB is primarily responsible for skin reddening and sunburns. UVB plays a key role in the development of skin cancers and a secondary role in tanning and photoaging. The strength of UVB varies by location, season, and time of day. It is the most intense between the hours of 10:00am and 2:00pm, when the sunlight is brightest, and during the summer accounts for 70% of a person's yearly UVB dose. Being shorter in wavelength and piercing less deeply than UVA rays, UVB cannot penetrate glass or other surfaces.

THE POWER OF

ANTIOXIDANTS

For the most comprehensive protection, it has been proven that the use of a topical antioxidant strengthens skin's natural defense system to decrease UV-induced free radical formation.

Effective topical antioxidants neutralize the UV-induced free radicals that are not blocked by sunscreens. By helping protect the epidermal and dermal layers from the inside, they provide the most complete photoaging protection.

- ✓ EFFECTIVELY AND EFFICIENTLY PENETRATE THE SKIN
- ✓ PREVENT THE FORMATION OF THYMINE DIMERS, SUN-INDUCED MUTATIONS RESPONSIBLE FOR SKIN CANCER
- ✓ NEUTRALIZE FREE RADICALS CAUSED BY UV EXPOSURE AND OTHER ENVIRONMENTAL AGGRESSORS
- ✓ PREVENT UV-INDUCED COLLAGEN BREAKDOWN AND BOOST NEW COLLAGEN SYNTHESIS, HELPING DIMINISH THE APPEARANCE OF ENVIRONMENTAL DAMAGE



SKINCEUTICALS

PHLORETIN CF

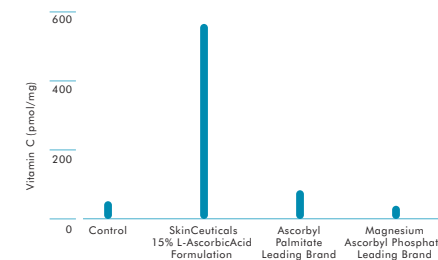
HIGH PEROXIDE  
BROAD-SPECTRUM  
TREATMENT

# NOT ALL ANTIOXIDANTS ARE

# CREATED EQUAL

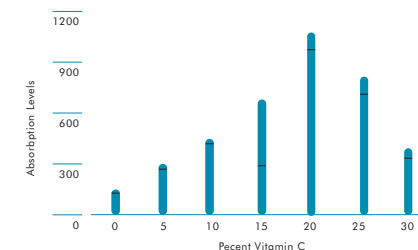
The true pioneers of antioxidant serums, SkinCeuticals topical antioxidant products have been scientifically evaluated and proven to work.

Studies at Duke University show that for a topical vitamin C to be efficacious it must meet the following criteria:



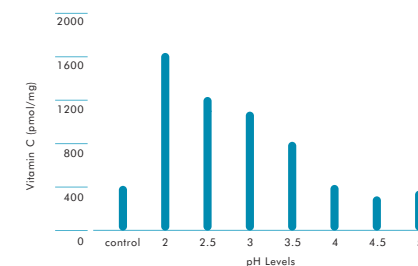
### 1. CONTAIN PURE L-ASCORBIC ACID

Vitamin C derivatives like ascorbyl palmitate and magnesium ascorbyl phosphate are not absorbed by the skin or converted to vitamin C in significant concentrations.



### 2. HAVE HIGH CONCENTRATIONS OF L-ASCORBIC ACID TO BE MOST EFFECTIVE

A vitamin C based serum must be formulated with high, stable amounts of L-ascorbic acid in order to be efficacious. When formulated properly, the maximum concentration of vitamin C that can be absorbed by skin is 20%.



### 3. BE ACIDIC

For optimal absorption, a vitamin C product must have a low pH of 3.5 or below. A higher pH decreases the rate of absorption.

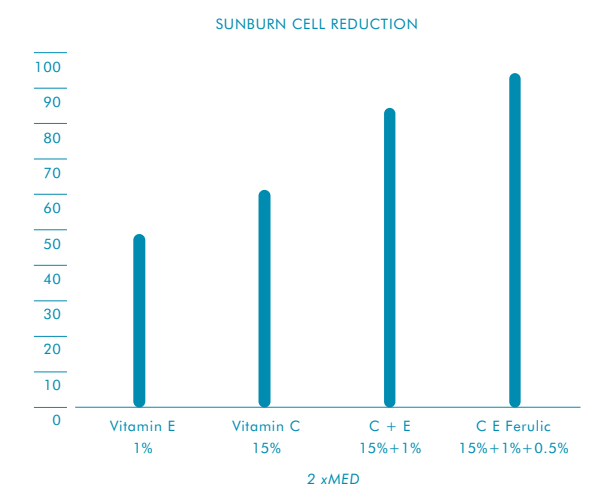
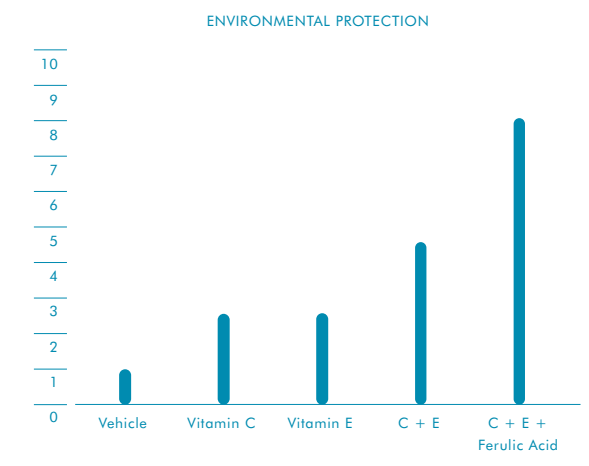
\* Source: Data on file

# THE FACTS

# WHEN ONE ISN'T ENOUGH

Research shows that when effectively formulated, certain combinations of antioxidants work synergistically, therefore providing results superior to single antioxidant products.

SkinCeuticals paved the way by being the first to combine pure vitamins C and E for the most comprehensive action. With the addition of Ferulic acid, SkinCeuticals achieved unprecedented results – **doubling environmental protection from fourfold to eightfold and reducing sunburn cells up to 96% in UV-irradiated skin.**



\* Source: Data on file

INSIDE PROTECTION

THE IMPORTANCE OF BROAD-SPECTRUM



While there is no formal grading and labeling standard to quantify the amount of UVA protection a sunscreen provides, it is imperative to use one with filters covering the UV spectrum from 320 to 400 nm. UVA protection is measured by its PPD value. PPD stands for persistent pigment darkening and quantifies the amount of UVA exposure a person can sustain before developing a tanning response. For optimal broad-spectrum protection, the European regulatory recommends a 3 to 1 ratio of UVB to UVA coverage.

Keep in mind that while UVA filters are essential in protecting the health of the skin, even the best broad-spectrum sunscreen can only block up to 55% of the damaging free radicals created by UV exposure.\*

OUTSIDE PROTECTION

For the ultimate protection, shield from the **INSIDE + OUT**

\*Haywood R et al (2003). J Invest Dermatol 121:862-868

EFFICIENT ALONE.

UNSTOPPABLE TOGETHER.

## INSIDE + OUT

Consult your skincare professional to find the ideal SkinCeuticals antioxidant and sunscreen combination for your skin type and lifestyle.

When used together, a SkinCeuticals antioxidant serum and sunscreen provide the most comprehensive protection against UV-induced photodamage and skin cancer.



### PHLORETIN CF®

- ADVANCED ENVIRONMENTAL PROTECTION
- DIMINISHES HYPERPIGMENTATION, ACCELERATES CELL RENEWAL AND IMPROVES LAXITY
- IDEAL FOR OILY, PROBLEMATIC, NORMAL SKIN



### C E FERULIC®

- ADVANCED ENVIRONMENTAL PROTECTION
- REDUCES FINE LINES AND WRINKLES, STIMULATES COLLAGEN SYNTHESIS, AND REPLENISHES LIPIDS
- IDEAL FOR DRY, COMBINATION, NORMAL SKIN

### ANTIOXIDANT PORTFOLIO

PHLORETIN CF® • C E FERULIC® • SERUM 20 AOX+ • C+AHA •  
SERUM 15 AOX+ • SERUM 10 AOX+ • EYE GEL AOX+



### SHEER PHYSICAL UV DEFENSE SPF 50

- ULTRA-SHEER, ALL-PHYSICAL, DAILY, MATTIFYING SUNSCREEN
- IDEAL FOR ALL SKIN TYPES, EVEN VERY SENSITIVE

### PHYSICAL FUSION UV DEFENSE SPF 50

- SHEER FLUID ADAPTS TO EVERY SKIN TONE PROVIDING A UNIVERSAL TINT AND BOOSTING RADIANCE
- IDEAL FOR NORMAL-DRY SKIN TYPES
- WATER AND SWEAT RESISTANT

### SUNSCREEN PORTFOLIO

SHEER PHYSICAL UV DEFENSE SPF 50 • PHYSICAL FUSION UV DEFENSE SPF 50 •  
SPORT UV DEFENSE SPF 45 • ULTIMATE UV DEFENSE SPF 30 • DAILY SUN DEFENSE SPF 20 •  
PHYSICAL UV DEFENSE SPF 30



