


new

# CLEARING DEFENSE SPF30

MATTIFIES + PROTECTS





# TABLE OF CONTENTS

- 02 Introduction: Skin Defense in Real Life
- 03 Why Does Younger, Breakout-Prone Skin Need Defense?
- 07 Clearing Defense SPF30 Benefits
- 09 Clearing Defense SPF30 at a Glance
- 11 Client Service and Retail Activation
- 13 FAQs
- 15 Citations
- 16 Notes



## INTRODUCTION: SKIN DEFENSE IN REAL LIFE

Gen Z is all about engaging with the world. Even millennials are living more in front of their phones than behind them. But environmental elements are everywhere, and so are they. UV rays and pollution, combined with habits generated by their busy lifestyles, are making their skin more prone to breakouts and oily shine.<sup>1,2</sup> They need a new level of skin defense – one that holds up in real life. They need **new Clearing Defense SPF30**, specially-formulated for younger, breakout-prone skin.

This lightweight mattifying moisturiser acts as a barrier between skin and the elements – helping to protect against UV rays, free radical damage, oily shine and make-up, all without clogging pores. It also works with the skin's microbiome, delivers critical hydration, and reduces shine while maintaining a long-lasting matte finish. It's truly "Skin Defense In Real Life."



# WHY DOES YOUNGER, BREAKOUT-PRONE SKIN NEED DEFENSE?

While young skin is generally resilient, it is vulnerable to UV rays, pollution, make-up and dehydration, which can all worsen the appearance of breakouts, oily skin and acne scars. UV rays and pollution are external environmental factors that can compromise the skin, while dehydration is often associated with excessive washing and treatment of breakouts. Make-up becomes a factor when clients have lifestyle habits such as cleansing skin with make-up wipes, not cleansing skin for days, using comedogenic products, and sleeping with make-up on.

## UV RAYS

Many people believe that the sun helps clear up acne. This is likely because the sun can temporarily darken skin, reducing visible contrast between existing breakouts and skin tone. There are also suggestions that UV can mitigate the proliferation of breakout-causing bacteria. In reality, breakouts can become worse.<sup>1</sup> UV radiation from too much sun exposure actually compromises the skin barrier, causing

Trans-Epidermal Water Loss (TEWL), which leads to dehydration.<sup>3</sup> UVB rays also cause sunburn, which generates an excess amount of dead skin cells.

Breakout-prone skin already experiences a higher rate of sebum production and abnormal desquamation. Individuals with breakout-prone skin produce four to five times more skin cells yet fewer lamellar granules, which are responsible for releasing natural desquamation enzymes.<sup>4,5</sup> Add more sebum and a peeling sunburn to the mix, and you have a higher likelihood of impaction plugs in the follicles. This creates the ideal breeding ground for *Propionibacterium acnes* (*P. acnes*) bacteria, which cause acne.

The sun also darkens acne scars, which are highly sensitive to sunlight. This occurs because, as a response to the inflammation caused by both the acne and the sunlight, skin melanocytes (melanin-producing cells) overproduce melanin to help protect skin cells from further damage.

## POLLUTION AND FREE RADICALS

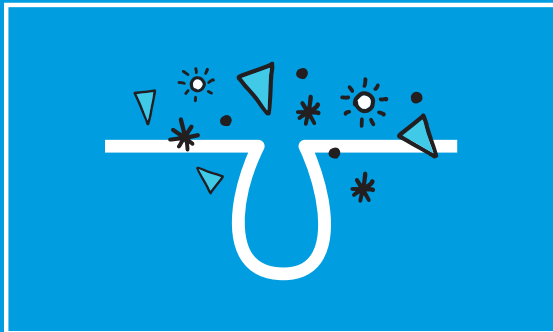
Research indicates that people living in more polluted areas have higher levels of sebum than people living in less polluted areas. A survey of dermatologists also revealed that 67% of responders agreed that acne prevalence increases with pollution.<sup>6,7</sup>

Airborne pollution and free radicals can compromise the skin barrier, which ultimately intensifies the appearance of oily shine and breakouts. Particulate matter from pollution can penetrate the skin and lead to moisture loss (dehydration), which can trigger excess sebum production.

Pollutants are also thought to generate oxidative stress by means of ROS (Reactive Oxygen Species) and inflammation, overwhelming the skin's natural defenses and depleting its antioxidant reserves (e.g., vitamins C and E). Ozone (O<sub>3</sub>), a form of pollution created when pollutants emitted by cars, power plants, industry and other sources react chemically in the presence of sunlight, is thought to oxidize skin barrier lipids and cause inflammation.<sup>9</sup>

## CLEARING DEFENSE SPF30 IS PROVEN TO HELP SHIELD SKIN FROM UV RAYS, POLLUTION, MAKE-UP AND DEHYDRATION WITHOUT CLOGGING PORES.

without clearing defense spf30



with clearing defense spf30



Because UV exposure has been shown to worsen the effects of airborne pollutants and ozone on the skin, researchers suggest that people with acne protect the natural barrier function of their skin with a Broad Spectrum (UVA/UVB) sunscreen.<sup>8</sup>

## COMEDOGENIC MAKE-UP

As if environmental aggressors weren't enough, today's fast-paced lifestyles don't seem to include much time for skin care. Research shows that more than half of millennial women in the U.S. have gone to bed with make-up on, or applied make-up over make-up from the day before.<sup>9</sup> This contributes to what dermatologists call *acne cosmetica*, or acne that develops from wearing make-up. Telltale signs of *acne cosmetica* include many tiny bumps or whiteheads on the cheeks, chin, lips, or forehead. These bumps can take anywhere from several days to 6 months to appear, making their sources difficult to trace.<sup>10</sup>



# CLEARING DEFENSE SPF30 BENEFITS

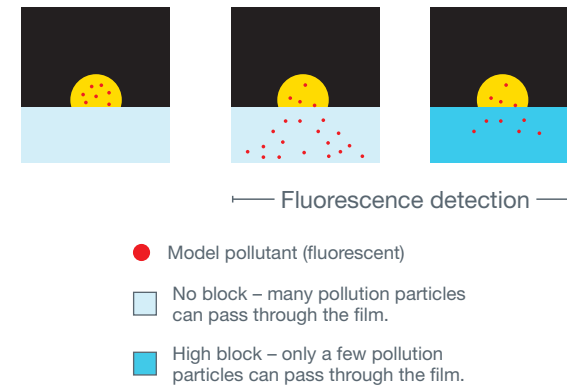


## MATTIFIES

To counter excess sebum, Clearing Defense SPF30 contains a patented TT complex that has been scientifically shown to reduce sebum by more than 70% in-vitro. In a clinical trial, our product was shown to reduce sebum on skin by 1/3 after 4 weeks. Clearing Defense SPF30 also contains natural Tapioca for even more oil-adsorbing power to reduce oily shine.

## PROTECTS

Clearing Defense SPF30 helps protect breakout-prone skin in four important ways. First, Broad Spectrum SPF helps guard against harmful UVA and UVB rays. Second, the formula physically blocks 80% of particulate pollutants. (See Figure 1.) Third, a cocktail of antioxidants (Willow Bark Extract, Green Tea Extract, and Vitamin C) helps neutralize free radicals such as Reactive Oxygen Species (ROS), a consequence of UV light and pollution on the skin. Fourth, the product acts as an invisible, lightweight, physical shield. The formula was designed so that when it is applied to the skin, it is water-permeable but not oil-permeable. That means it is able to help stop oil-based make-up from penetrating the product film and clogging pores.



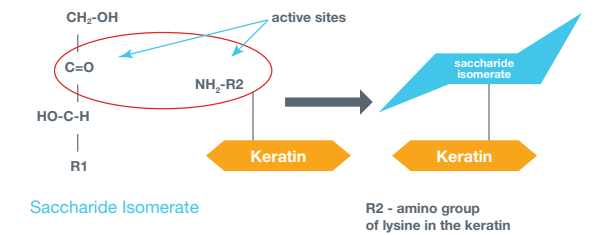
**Figure 1. Physical Blocking of Pollutants**

Model pollutants (red dots) were placed on top of a film of the product to establish how many of the pollution particles could push through. Clearing Defense SPF30 was found to have high block. The product physically blocks 80% of pollutants from the skin.

\*1 week data

## HYDRATES

Dehydration stimulates sebum production, which contributes to oily shine and breakouts. Clearing Defense SPF30 contains a plant-derived carbohydrate complex (Saccharide Isomerate), which is a form of “moisture magnet” technology, to help keep dehydration at bay. This unique carbohydrate complex not only binds water but also binds to the surface of the skin through a process known as hydrogen bonding. (See Figure 2.)



**Figure 2. Hydrogen Bonding**

The oxygen in the Saccharide Isomerate carbohydrate complex binds with hydrogen from keratin molecules.

## DOESN'T CLOG PORES

Clearing Defense SPF30 not only acts as a physical shield on the skin, it does so without feeling heavy or clogging pores. In fact, in a clinical study, 96% of consumers perceived this product as being ultra-lightweight on the skin.\* Further study showed that Clearing Defense SPF30 easily washed away and does not clog pores.



# CLEARING DEFENSE SPF30 AT A GLANCE

## WHY YOUR CLIENTS NEED IT

Younger clients don't have time for damage control on oily, breakout-prone skin. They want a fierce defender that will keep their skin looking healthy while they're out living their best lives.

## WHAT IT IS

Shine-reducing SPF moisturiser helps protect breakout-prone skin from environmental stress.

## KEY BENEFITS

- **Mattifies** – Ultra-lightweight moisturiser provides a long-lasting matte finish.
- **Protects** – Proven to help shield skin from UV rays, pollution, make-up and dehydration without clogging pores.
- **Hydrates** – Combats the dehydrating effects of environmental stress.
- **Certified cruelty-free, gluten-free and vegan.**

## KEY INGREDIENTS

- **Avobenzone, Homosalate, Octisalate, and Octocrylene** provide Broad Spectrum protection to help defend skin against UV rays, which may lead to the appearance of uneven skin tone.
- Antioxidant **Salix Alba (Willow) Bark Extract, Camellia Sinensis (Green Tea) Leaf Extract and Sodium Ascorbyl Phosphate (Vitamin C)** combat the irritating effects of pollution, even on breakout-prone skin.
- **Patented TT (Terpineol and Thymol) Technology** works with skin's natural microbiome and helps reduce sebum on the surface of skin.
- **Natural Tapioca Starch**, a powerful oil adsorber, mattifies skin and helps reduce oily shine.
- **Plant-derived D-Glucose (Saccharide Isomerate)** actively helps prevent dehydration.

## APPLICATION

Apply a generous amount to cleansed face and neck, preferably 30 minutes prior to sun exposure.

# CLIENT SERVICE AND RETAIL ACTIVATION TOOLS

We created the following service to help you educate clients on sun protection and the benefits of Clearing Defense SPF30. Use it to create an educational path toward retail purchases and/or service bookings, and share advice clients can use at home.



## clearly matte skinsolver®

**time:** 10 minutes

Helps clear, mattify, and protect breakout-prone skin.

**step 1** (1 minute)

Cleanse the skin by applying 2 pumps of PreCleanse to damp disposable wipes.

**step 2** (2 minutes)

Dispense **Breakout Clearing Foaming Wash** into a cup, mix with water and apply with a Fan Masque Brush. Gently manipulate with light circles and remove with damp disposable wipes.

**Modality Option:** Use an ultrasonic brush or blade on exfoliation mode for a deep cleanse.

**Professional Product Boost:** Add one pump of **Multi-Active Scaling Gel** for a deep cleanse.

**step 3** (3 minutes)

Apply a thin layer of **Blackhead Clearing Fizz Mask**. While mask fizzes, finish filling out the **Skin Fitness Plan** with a 1+2 prescription featuring **Clearing Defense SPF30**. Then thoroughly remove mask with damp disposable wipes.

**step 4** (2 minutes)

Spritz skin with **All Over Toner** and apply **Breakout Clearing Booster** directly on breakouts.

**step 5** (2 minutes)

While applying **Clearing Defense SPF30**, educate your client on the key ingredients and how this SPF moisturiser will benefit their skin. **HydraBlur Primer** may be applied as a final step.

For more information about this service, contact your **Dermalogica Education Training Centre**.



# FREQUENTLY ASKED QUESTIONS

## Is this product replacing any existing Clear Start™ products?

Yes, this product is replacing Oil Clearing Matte Moisturizer SPF15.

## How is this product different from the (discontinued) Oil Clearing Matte Moisturizer SPF15?

While both products are mattifying SPF moisturisers, NEW Clearing Defense SPF30 is more innovative, high-tech and efficacious. It contains a higher SPF and helps protect skin from UV rays, pollution, make-up and dehydration without clogging pores. It also contains patented TT technology that works with the skin's microbiome, and delivers a great long-lasting matte finish.

## Why does breakout-prone skin need defense?

UV rays, pollution, make-up and dehydration can make breakouts and oily shine look worse. UV damage and free radical damage (from pollution) compromise the skin barrier, resulting in moisture loss and dehydration. Young, breakout-prone skin also tends to produce excess sebum, which combines with dead skin cells and make-up to clog pores, causing breakouts. The sun also darkens acne scars, which are highly sensitive to sunlight.<sup>11</sup>

## Is this a chemical or physical sunscreen?

Clearing Defense SPF30 is a chemical sunscreen.

## Where should my client apply Clearing Defense SPF30?

This product is formulated to be used on the face and neck. Please advise your client to avoid the eye area.

## What is the appropriate age range for this product?

Clear Start products are ideal for clients in their teens and early 20s.

## What is the difference between Clear Start and MediBac Clearing (now Active Clearing) products?

Clear Start is formulated for younger skin, which is more likely to experience breakouts due to excess oil. MediBac Clearing (now Active Clearing) is formulated for more mature skin, which is likely to experience recurring hormonal breakouts, slower cell turnover, and post-inflammatory hyperpigmentation.

## Will this product burn or sting my client's skin?

No. However, if your client has a reaction to this product, please advise them to stop using it and let us know immediately.

## Is this product vegan?

Yes, all Clear Start products are certified cruelty-free, gluten-free and vegan. They are also formulated without artificial fragrances or colours.

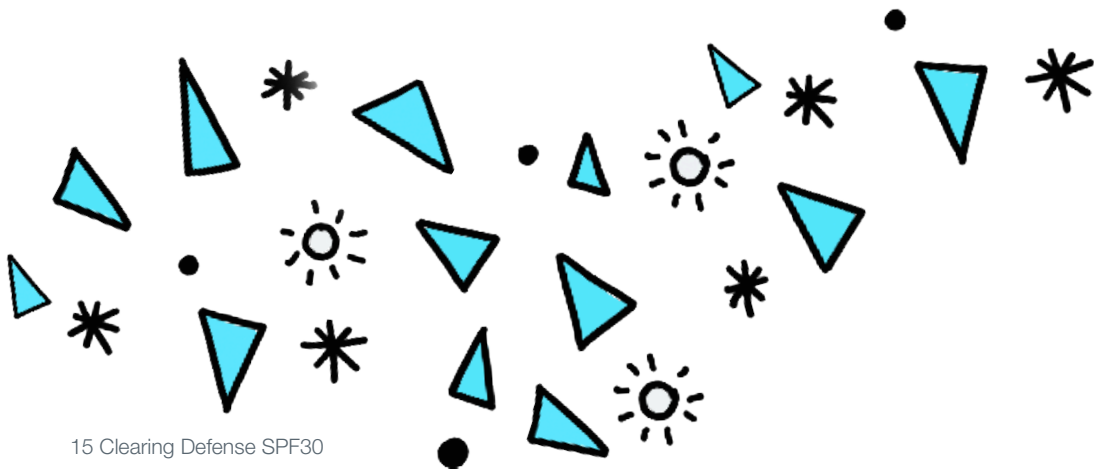
## Does this product need to be used in conjunction with other Clear Start products?

No. While Clear Start products are designed to work together, Clearing Defense SPF30 will help protect skin regardless of your client's current skin care regimen.



# CITATIONS

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