

PHYSICAL SUNSCREEN FOR ALL

new! invisible physical
defense spf 30

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introduction

When it comes to our exposome (lifestyle and environment), UV exposure is the number one cause of skin aging. Every moment we are exposed to daylight adds up like money in the bank. The problem is the payoff. Unprotected skin can exhibit premature aging, wrinkles, hyperpigmentation and skin cancer. The best defense is to limit daylight exposure and protect skin with Broad Spectrum SPF, as well as take other protective measures such as shade, clothing, and good common sense.

Dermalogica offers a broad range of excellent SPF moisturizers and sunscreens to suit different skin conditions, preferences and lifestyles. But never have we offered a product like NEW Invisible Physical Defense SPF 30. This soothing physical sunscreen is truly the first of its kind – ideal for everyone's skin.

say goodbye to thick, white residue

Since the dawn of physical sunscreen, those who've worn it have borne the thick, white residue of its mineral-based actives, Zinc Oxide and Titanium Dioxide. This residue has long fed the persistent notion that physical sunscreen is noticeable, hard to blend, and unwearable – fit only for babies, outdoor athletes and those with sensitive skin.

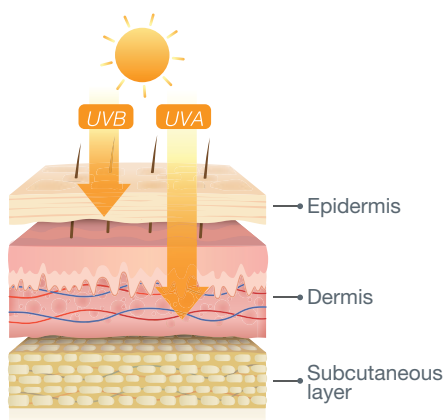
But times have changed. Invisible Physical Defense SPF 30 blends easily on all skin tones, defends against UVA/UVB and blue light, and soothes all skin – including sensitive. Its weightless feel and excellent wearability make it an ideal choice for clients with sensitive or sensitized skin post-treatment and clients who prefer physical sunscreen.

UV rays, blue light, and skin

Skin is susceptible to damage from sunlight and electronic devices both indoors and out – which is why it's important for clients to wear sunscreen daily.

The effects of UV rays on skin

While UV rays are invisible to the naked eye, they cause significant skin damage. About 95% of UV rays that reach the ground are UVA rays, which cause premature skin aging, while the other 5% are UVB rays, which are chiefly responsible for burning skin.

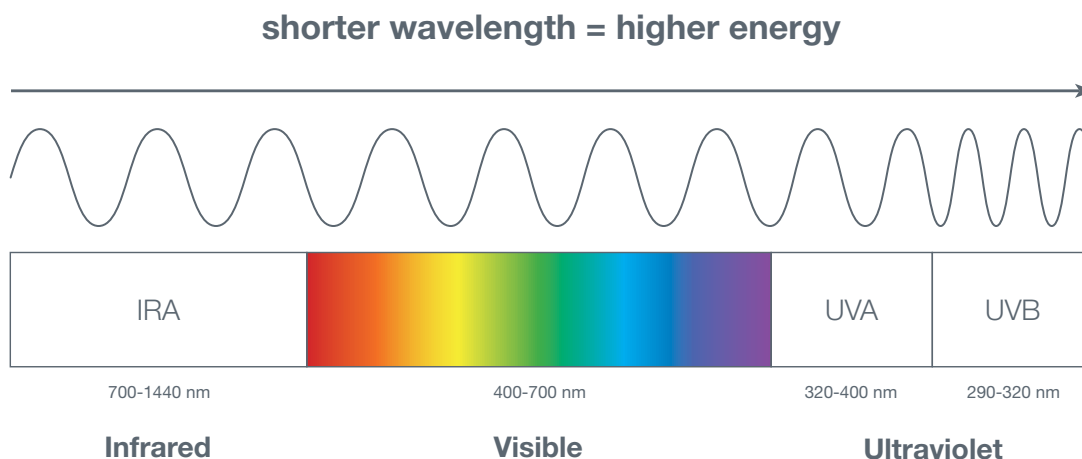


UVA(ging) rays generate reactive oxygen species (ROS), which can lead to premature skin aging, hyperpigmentation, wrinkles, and skin cancer. UVA rays have a longer wavelength (about 320-400 nanometers, or billionths of a meter), and can penetrate deeper into skin, all the way to the dermis. UVA rays are always present, even on rainy or cloudy days; and they can penetrate glass, which is why it is imperative for clients to wear sunscreen daily and indoors.

UVB(urning) rays cause sunburns, which are a significant risk factor for skin cancer – especially melanoma. These high-energy rays have a shorter wavelength (290–320 nm), and typically enetrate the epidermis. They are less prevalent on rainy or cloudy days and do not penetrate glass.

The effects of blue light on skin

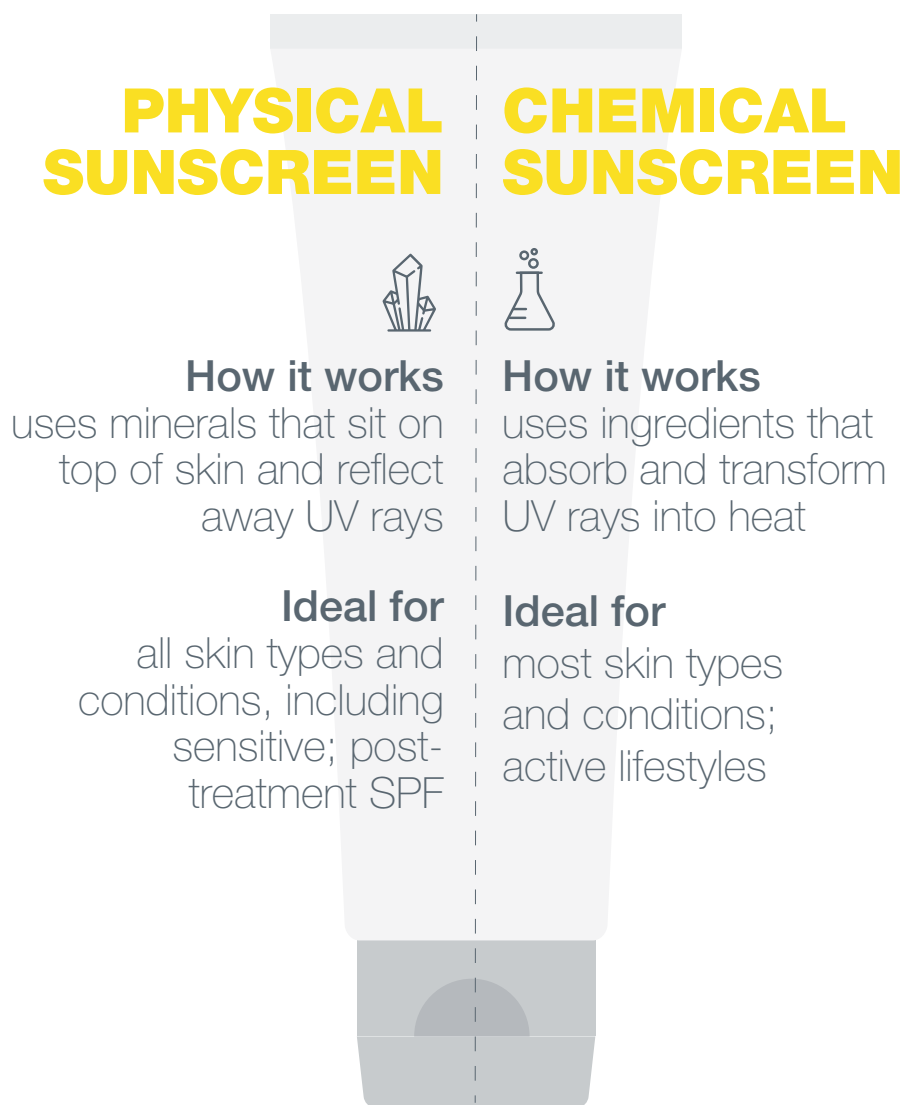
Sunlight also contains blue light, a form of visible light also known as high-energy visible (HEV) light. Blue light is the dynamic, short-wavelength blue/violet band of the visible light spectrum. This spectrum makes up about 35% of the sun's electromagnetic radiation. Blue light is also found in smartphones and other electronic devices.



Studies suggest that blue light may be strong enough to penetrate skin, generate free radicals, and break down collagen.¹ Too much blue light may also darken hyperpigmentation, especially in deeper skin tones, as well as trigger inflammation.^{2, 3} However, it is important to note that research is still nascent in this area, and more needs to be done.

physical sunscreen vs. chemical sunscreen

There are two main types of sunscreen: physical and chemical. Both have their own unique properties and benefits. Knowing the difference can help you and your client determine which sunscreen is best for their skin.



Invisible Physical Defense SPF 30 uses Zinc Oxide to defend against the sun's UV rays. Zinc Oxide is one of the most effective sunscreen agents available, providing broad defense against UVA and UVB rays. It is completely photostable, meaning it does not react or lose power while reflecting UV light. Zinc Oxide is also known to defend against blue light, making this sunscreen an ideal choice for clients who are concerned about blue light damage to skin.



invisible physical defense spf 30 at a glance

What it is

An invisible physical sunscreen that works for every skin.

Why your clients need it

It is virtually impossible to find a physical sunscreen that blends easily on all skin tones and offers critical defense against UV rays and blue light. Invisible Physical Defense SPF 30 does all three things – AND makes an excellent post-treatment option with soothing properties.

Skin condition

All skin conditions.

Key benefits



blends
easily on all
skin tones



helps defend
against UVA/UVB/
blue light



soothes all skin
types – even
sensitive

Certified cruelty-free, gluten-free and vegan to fit more lifestyles.

Key ingredients

- **Ultra-sheer, Zinc Oxide** for Broad Spectrum protection and invisible dry-down.
- **A Bioactive Mushroom Complex** to help soothe skin and reduce UV-induced redness and dryness.
- **Antioxidant Matcha Green Tea** to help fight free radical damage from UV and visible light.
- **Argan Oil, Tocopherol, and Bisabolol** to help soothe skin.
- **Sodium Hyaluronate** to help hydrate skin.
- **No chemical sunscreens**, artificial colors and fragrances.

Application

Apply liberally to face and neck, preferably 30 minutes prior to sun exposure. May be applied after moisturizer.



behind the bottle: key ingredients

Ultra-sheer Zinc Oxide

What's the secret to Invisible Physical Defense SPF 30's wearability? It's the key ingredient, ultra-sheer Zinc Oxide – and the special technology behind it.

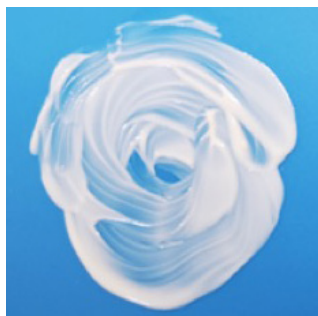
What exactly is ultra-sheer Zinc Oxide and how does it work?

Ultra-sheer Zinc Oxide is a mineral, or oxidized form of the metal Zinc. In chemistry, Zinc Oxide is ZnO , a zinc atom and an oxygen atom held together by ionic bond. In sunscreens, Zinc Oxide sits on top of skin and reflects light. This helps provide Broad Spectrum protection from sun damage.

Zinc Oxide particle sizes can be quite large, which is what leads to a visible white cast on skin. But scientific advances have allowed this ingredient to be “micronized,” or made it into smaller particles, for an ultra-sheer finish.

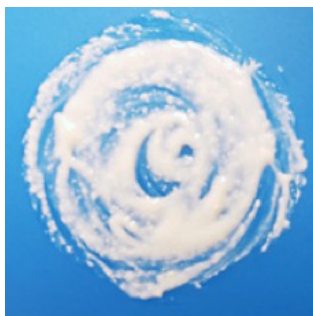
To create Invisible Physical Defense SPF 30, we meticulously tailored both the formula and the process to deliver the best experience – one that perfectly blended to invisible on skin. First, we used ultra-sheer Zinc Oxide that was made with ultrafine particles dispersed in a blend of polymer and plant-based oil. This was extremely important to ensure that the particles in the formula didn't clump together or sink. The blend also helped provide more uniform distribution on skin, which helped improve transparency. We designed the formula around the blend to maximize spreadability and dry down.

The figure below shows the difference between good dispersion (A) and poor dispersion (B).



A. Good dispersion

Invisible Physical Defense SPF 30



B. Poor dispersion

Key Competitor (Physical SPF 30)

Lastly, our special mixing process ensured homogeneous dispersion in the final product.

More invisible than a key competitor*

Invisible Physical Defense SPF 30 has remarkable disappearing power for a physical sunscreen. To prove this, we tested this formula against key competitors in multiple ways. In every test, we made sure to apply the same amount of each sunscreen under the same conditions.

When compared to a key competitor's SPF 30 physical sunscreen on skin, Invisible Physical Defense SPF 30 looked more invisible – as if no sunscreen were there at all! The other formula left a noticeable white cast on the skin's surface.

FAIR SKIN



competitor



invisible physical defense spf 30

LIGHT SKIN



competitor



invisible physical defense spf 30

MEDIUM SKIN



competitor



invisible physical defense spf 30

DARK SKIN



competitor

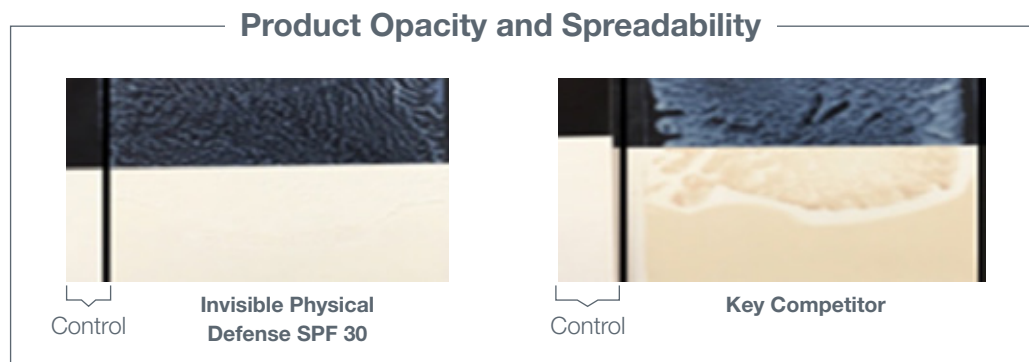


invisible physical defense spf 30

*Among physical sunscreens in the U.S. market

In vitro (lab) analyses

When we did a technical assessment in the lab, we applied Invisible Physical Defense SPF 30 and a key competitor's SPF 30 sunscreen to black and white cards to demonstrate opacity and spreadability.



Compared to the key competitor, Invisible Physical Defense SPF 30 looked less opaque and spread more easily. The competitor sunscreen left a noticeable residue.

Further analysis was done in the lab with a reflectometer, a device that measures spectral opacity – or in this case, product transparency.

Product Transparency

Spectral Opacity(*)	
Physical SPF 30 Competitor	25.63
Invisible Physical Defense	11.74

(*) Spectral Opacity is automatically calculated and displayed in a reflectometer. The higher number, the less transparent the product.

When we measured both products with a reflectometer, we found that Invisible Physical Defense SPF 30 was **2X more transparent** than its competitor.

So, you can see that in all scenarios, Invisible Physical Defense SPF 30 outperformed the competition – making it a true physical sunscreen for all skin tones.

Other key ingredients

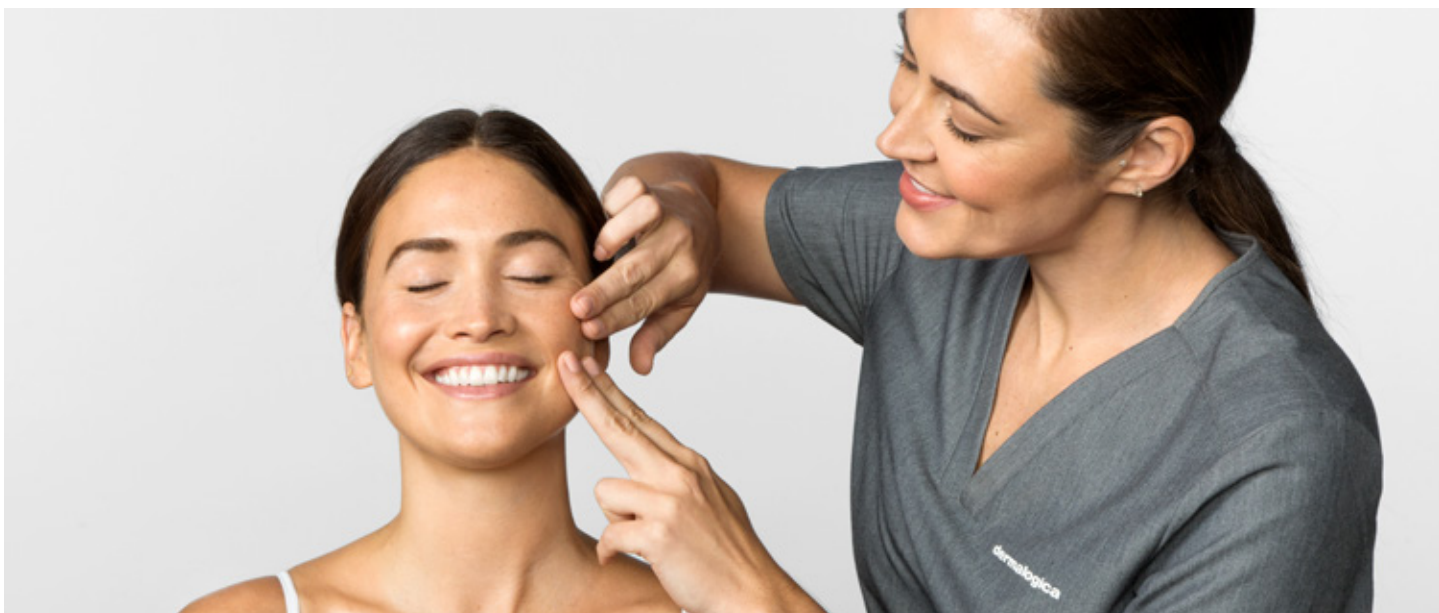
Given that UV rays can generate free radicals as well as contribute to skin discomfort (e.g., redness, dryness), Invisible Physical Defense SPF 30 contains the following potent botanical antioxidants and soothing ingredients to help counteract these effects.

A Bioactive Mushroom Complex, composed of two botanical ingredients from the Himalayas: Cordyceps Sinensis and Trametes Versicolor mushrooms. Together, they help soothe skin and reduce UV-induced redness and dryness.

Antioxidant Matcha Green Tea (rich in Vitamins A, C and E, and polyphenols) to help fight free-radical skin damage from UV and visible light.

Argan Oil, Tocopherol, and **Bisabolol**, which help provide soothing, antioxidant benefits.

Sodium Hyaluronate (aka Hyaluronic Acid) to help hydrate skin.



client service and retail activation tools

We created the following techniques to help you educate clients on sun protection best practices and the benefits of Invisible Physical Defense SPF 30. Use them to create an educational path toward retail purchases and/or service bookings, and share advice clients can use at home.

NEW! invisiblephysical.com

A protection plan a day keeps the sun damage away! This widget helps educate clients on sunlight, blue light, and physical sunscreen – and gives them a daily protection plan. Walk through it with them and use it as a tool to get personalized regimen picks, powered by Artificial Intelligence.

NEW! invisible physical skinsolver®

Time: 10 minutes

This ultra-soothing professional treatment incorporates Rapid Reveal Peel for radiant skin, and Invisible Physical Defense SPF 30 for Broad Spectrum defense that disappears right before their eyes.

skinsolver® step-by-step

Step 1 (2 minutes)

Begin your 2-in-1 cleanse by mixing equal parts **PreCleanse** and **Special Cleansing Gel** into a jelly cup and apply with a Fan Masque Brush. Lightly manipulate to breakdown make-up and oil-based debris. Add water to fingertips and lightly emulsify, then remove with damp disposable wipes.

Modality option: Before emulsifying, use an ultrasonic brush for a deep cleanse.

ProTip: You may select an alternative skin-specific Daily Skin Health cleanser.

Step 2 (3 minutes)

Dispense and apply a ½ tube of **Rapid Reveal Peel**, lightly manipulate, and let activate on the skin for 2 minutes. During this time, fill in your Face Mapping results on the **Skin Fitness Plan**. Remove exfoliant with damp disposable wipes.

ProTip: Offer your clients a fan to keep their skin cool and calm. Explain that using a physical SPF after a strong exfoliation is ideal because it helps to soothe the skin and minimize possible irritation.

Step 3 (1 minute)

Spritz the skin with **Multi-Active Toner** and apply skin-specific Daily Skin Health Moisturizer.

Step 4 (4 minutes)

Defend and soothe the skin by layering **Invisible Physical Defense SPF 30**. Review product benefits. As this is the focus, take your time to blend the sunscreen all the way into the skin. Complete product prescription on **Skin Fitness Plan**.

ProTip: Hand a mirror to your client so they can see how it “blends to invisible” on their skin.

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

FAQs

Does Invisible Physical Defense SPF 30 really blend to invisible on all skin tones? Why does it look white when it comes out of the tube?

Yes, this product blends to invisible on all skin tones, even darker ones. It comes out white because of the Zinc Oxide in the formula, but the white appearance dissipates as you blend it onto the skin.

Why is this product SPF 30 and not a higher SPF?

For this product, we strived to provide the highest SPF possible while maintaining the best wearability. To provide a higher SPF, we had to compromise wearability, and we wanted this product to blend to invisible on all skin tones. Dermatologists typically recommend using a sunscreen with an SPF of at least 30, which blocks 97% of UVB rays. SPF 50 blocks 98% of UVB rays – so the difference in UV rays blocked is only about 1 percent. (No sunscreen blocks all UV rays.)

Is this product replacing any Dermalogica products?

Yes, this product is replacing Super Sensitive Shield SPF 30.

Which is more important: SPF number or frequency of application?

Application, by far! While SPF numbers matter, whether your client will wear a sunscreen daily – and correctly – matters more.

How do I know which sunscreen is best for my client? Chemical or physical? One with SPF 15, 30 or 50+?

The answer is: the sunscreen they will wear the most! Listen to their concerns, evaluate their lifestyle, and let them try different formulas that seem right for them until they find one they like. You can also walk your client through our helpful AI-powered widget to get personalized regimen picks at invisiblephysical.com

Why is this product ideal for sun protection post-treatment?

Zinc Oxide is unlikely to sensitize skin, which makes it a reliable choice for skin that has undergone a treatment. Plus, this formula contains Bisabolol, which helps soothe and calm skin.

Should this product be used even if my clients are not regularly outdoors?

Yes! UVA rays are always present, even on rainy or cloudy days; and they can penetrate glass. Besides that, blue light is everywhere, which is why it is imperative for clients to wear sunscreen daily and indoors.

Will this product look invisible and wear well under make-up?

Yes! With all sunscreens, please advise your client to wait until their sunscreen feels “dry” before they apply make-up over it.

What is nanotechnology and does Dermalogica use it?

Nanotechnology uses nanoparticles to help improve the appearance of physical sunscreens. Nanoparticles are very small particles (less than 100 nanometers). Dermalogica does not use nanotechnology.