

The Sunwise™ Collection Product Collection Backgrounder

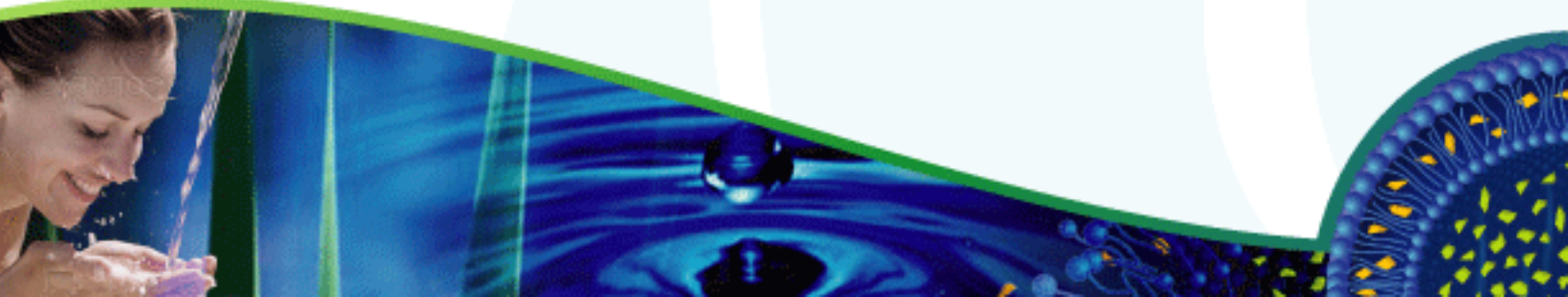
Dermazone Solutions goes beyond the quality standards required of traditional, mass-market sunscreens. Laboratory tests signify that both Dermazone's Moisturizing Sunscreen SPF 30 and Botanical Daily Moisturizer SPF 15 provide all-day, waterproof, sweatproof, rubproof coverage. In addition, independent laboratory tests prove sweatproof, rubproof Moisturizing Sunscreen Max SPF 29 meets Australian UVA photostability and 100-percent UVA blocking standards, criteria not yet established by the U.S. and for which Australia holds among the world's strictest. This attention to detail means customers receive better-quality products delivering the greatest possible benefits when purchasing any of the company's doctor-recommended sunscreens. All Dermazone products are created, tested and manufactured using only the finest, pharmaceutical-grade ingredients and facilities.

Being Sunwise™ means being educated on the facts that help diminish wrinkles and visible damage caused by harmful sunrays, and reducing long-term risks of skin cancer. Most consumers believe they are getting better protection with a higher SPF rating, but SPF only indicates the level of UVB coverage; however, if a sunscreen doesn't protect from UVA-I rays, the consumer is still exposed to serious damage. Because of this, the Sunwise Collection provides both full-spectrum with UVA-I protection and waterproof broad-spectrum product options. Celazome® brand Sunwise Collection products are Moisturizing Sunscreen Max SPF 29, offering all-day sweatproof and rubproof and total UVA-I, II, and UVB protection; Moisturizing Sunscreen SPF 30 offering broad-spectrum, extended all-day waterproof coverage; Botanical Daily Moisturizer with SPF 15, for daily facial sun-protection and moisture; and Inside Tan™ moisturizer with sunless tanning that maintains color for a damage-free sun-tanned glow.

With the Sunwise Collection—the company's superior selection of pharmaceutical-grade sunscreens and sun care products—Dermazone takes aim at educating the public on the variances in sun-protection and making multi-functional products consumers will want to incorporate into their daily beauty routines. Dermazone developed the Sunwise Collection to deliver the properties of its doctor-recommended therapeutic lotions with the most effective full-spectrum and broad-spectrum sunscreen ingredients available.

Moisturizing Sunscreen Max SPF 29

Max SPF 29 should be a consumer's first choice in a water-free environment. Sweat- and rubproof, this sunscreen provides full-spectrum, UVA-I, UVA-II and UVB protection. Moisturizing Sunscreen Max SPF 29 provides complete, full-spectrum defense to protect skin from not only UVA-II and UVB rays, but also from the most dangerous and ever-present of the sunray spectrum, UVA-I. UVA-I rays easily pass through fabric, penetrate deeper than UVA-II and are much more numerous than UVB. The product contains the active ingredient Parsol® 1789—one of only three FDA-approved UVA-I sunscreen agents—to protect skin from deep penetrating UVA-I rays.



Max SPF 29 also meets the stringent UVA photostability and 100-percent UVA blocking standards set by Australia where a vast portion of the population currently suffers from skin cancer. Appropriate for all users, this formula is particularly recommended for fair skinned individuals, people with a history of actinic keratosis or skin cancer, and anyone using medications that cause sun sensitivity. 4 oz. MSRP: \$ 25.00

Moisturizing Sunscreen SPF 30

Moisturizing Sunscreen SPF 30 provides a great, year-round choice for those individuals participating in active, water-intensive activities and those requiring all-day waterproof coverage. This non-comedogenic, greaseless, fragrance- and PABA free formula protects skin from sunburn-causing UVB radiation and allows users to stay in the sun 30 times longer than they could without sun protection. Further, patented Lyphazome® nanospheres time-release bioactives, actives and long-lasting hydration deep within the skin over eight hours or more, meaning Moisturizing Sunscreen SPF 30 protects all-day without wearing off and without reapplication. One application in the morning can protect a child through after-school sports or an adult through peak-sun hour outdoor activities. Perfect for active families or a day in the surf, the SPF 30 product's broad-spectrum UVA-II and UVB protection provides an excellent option for times when one needs a more water-resistant alternative to the full-spectrum UV coverage of Max SPF 29. This Dermazone designated *Skinperative*®—a must-have product appropriate for all skin types—provides sun protection and long-lasting skin hydration that benefits virtually every skin type. 4 oz. MSRP: \$ 24.00

Botanical Daily Moisturizer SPF 15

Celazome® Botanical Daily Moisturizer SPF 15 is an all-day, time-released facial moisturizer that combines waterproof, sweatproof, rubproof broad-spectrum sun protection with Lyphazome nanosphere-delivered front-line free radical defense and soothing botanicals to help protect the skin from environmental assault. These protections are imperative to preventing visible signs of aging and make Celazome Botanical Daily Moisturizer SPF 15 a Dermazone *Skinperative*, a product that benefits virtually any skin type. The American Academy of Dermatologists recommends the daily use of products with SPF 15 or higher, and this light, moisture-rich product serves as both the perfect base under make-up and an excellent way for people working indoors or receiving minimal sun exposure to incorporate this advice into their beauty routines. 2 oz. MSRP: \$27.00

Inside Tan™

Inside Tan is more than a sunless tanner—it's a moisturizer with sunless tanning benefits and requires no additional moisturizer during application. This "two-in-one" formula delivers potent moisturizers and tanning agents deep into the skin where they are protected from daily surface exfoliation. Plus, active ingredients enveloped within Lyphazomes nanospheres activate over time, continuously renewing color. For the majority of users seeking the beauty of tanned skin, Inside Tan can be used in conjunction with Dermazone's sunscreens to obtain a deep, golden glow without incurring the skin damage associated with UV-tanning methods. Users gain deep, long-lasting, sun-kissed color and silky soft skin. 6 oz. MSRP: \$28.00

Patented Lyphazome® Nanotechnology

Each Sunwise™ product uses Dermazone’s patented Lyphazome nanotechnology developed through more than a decade of cutting-edge nanosphere research. At 1/50th the size of a human skin cell, Lyphazome nanospheres time-release active ingredients deep within the skin—not just onto the surface— replacing lost moisture and nutrients throughout the day, and ensuring superior results over time. Bioactive and active ingredients form a matrix with cells that strengthens the skin’s natural defense structure. Each Sunwise product formula features an 80 percent or greater concentration of nanosphere-encapsulated ingredients. The 20 percent non-encapsulated ingredients provide immediate surface benefits, acting like “breakfast for the skin.” Initially used to treat burn victims and sufferers of psoriasis, eczema and other severe skin conditions, Lyphazome-infused products provide powerful everyday moisturizing treatments for even the most dry and damaged skin.

Dermazone Solutions is the manufacturer and marketer of the Celazome line of clinical skincare, therapeutic moisturizers and suncare products. Celazome products may be purchased through select dermatologists, aestheticians and spas, or via the company’s website (www.dermazone.com). Consumers can benefit from Dermazone’s *Skinperative® Online Analyzer*, a question and answer program that serves as a virtual aesthetician, analyzing a consumer’s skin type, external factors and lifestyle, and providing a recommendation for the most appropriate Dermazone skin care regimen.



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