

## Press release

### Ultrasun presents medium 20<sup>SPF</sup> sensitive glimmer formula **Glimmering protection throughout the summer**

*Zollikerberg, January 2011.* The Swiss sunscreen experts Ultrasun have created medium 20<sup>SPF</sup> sensitive glimmer formula to make your skin shine twice as brightly this summer: reflective pigments create a subtle glimmer and the SPF 20 allows for gentle tanning. Whether you're participating in a volleyball tournament or strolling on the beach, this sunscreen, with its glimmer formula, will ensure a dazzling presence.

Skin protection and care are just as important as having fun outdoors. **Ultrasun medium 20<sup>SPF</sup> sensitive glimmer formula** ensures a dazzling presence and safe protection for your skin particularly in the soft sunlight of early spring, when the skin is not yet prepared for the sun.

#### **Safe protection and gentle tanning**

The sun creates happy moods and fun. To enjoy this source of energy safely, sunscreen is a must. **Ultrasun medium 20<sup>SPF</sup> sensitive glimmer formula** protects sensitive skin with photostable UVA and UVB filters. The balanced combination of chemical and mineral sunscreen filters allows perfect protection for minimal sun exposure. Whether you're lounging on a beach towel or splashing around in the water, **Ultrasun medium 20<sup>SPF</sup> sensitive glimmer formula** is extremely waterproof, sweatproof and resistant to rubbing. The smooth, non-greasy texture is easy to apply and penetrates immediately. The sunscreen is available in two sizes in practical airless dispensers.

#### **Caring for sensitive skin**

**Ultrasun medium 20<sup>SPF</sup> sensitive glimmer formula** provides protection and care with a unique combination of ingredients: liposomal SOD (superoxide dismutase) fights free radicals, absorbs them and thereby prevents early skin ageing. Vitamin E protects cells and supports the skin's own repair mechanism. It is suitable for people with allergies: Ultrasun does not contain fats, emulsifiers, fragrances, colouring agents or preservatives, and can also be used by people with sun allergies without hesitation. The result is radiant, fresh and protected skin.

#### **Tips for correct sun exposure**

Apply a generous amount of **Ultrasun medium 20<sup>SPF</sup> sensitive glimmer formula** 15-30 minutes before going out in the sun. Warning: **Ultrasun medium 20<sup>SPF</sup> sensitive glimmer formula** offers reliable protection against UVA and UVB rays with a medium-range SPF of 20, but choosing the right sunscreen always depends on other factors such as skin type, location, season and time of day. Advice: generally avoid the sun between 11 a.m. and 3 p.m. Ultrasun should be used for responsible sun exposure and gentle tanning. Further information on skin types and advice on protecting yourself in the sun can be found at [www.ultrasun.ch](http://www.ultrasun.ch).



Ultrasun products are available in cosmetics shops, department stores, duty free shops and pharmacies.

Retail price: 100 ml 19.80 EUR, 150 ml 25.90 EUR.

This press release is issued for immediate publication. Ultrasun experts are available for questions on sun protection and expert interviews at any time.

#### **Ultrasun AG**

The Swiss company Ultrasun was founded in 1992 and specialises in the development and production of sunscreen products. All Ultrasun products are free of fragrances, fat and emulsifiers, are photostable and waterproof, and are dermatologically tested. Ultrasun works closely with national and foreign specialists and regularly brings new innovations onto the market.

Further information can be found at: [www.ultrasun.ch](http://www.ultrasun.ch)

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