

Press release

Ultrasun presents the High 50^{SPF} reflex kids' formula

Mineral sunscreen for even the smallest water rats

Zollikerberg/Zürich April 2011. For nearly 20 years the Swiss company Ultrasun has been committed to researching and developing specialised sunscreen products. The range of professional products is always based on the most up-to-date scientific knowledge. With the innovative High 50^{SPF} reflex kids' formula, Ultrasun has now developed a sunscreen for small children, which is specially suited to the needs of their particularly sensitive and extremely delicate skin.

Even the skin of the smallest of small children is highly sensitive and needs very special protection. This is because it is much thinner than adult skin, since the protective role of the upper layer of skin is not yet fully developed and can therefore allow UV rays to penetrate. **Ultrasun's High 50^{SPF} reflex kids' formula** for children contains a highly effective UVA and UVB sun protection filter system based on 100% mineral filters and therefore contains no chemical sun protection filters.

Reliable protection and care for children's sensitive skin

Mineral pigments ensure that delicate children's skin is free from exposure to chemicals, meaning that the sunscreen is therefore very compatible. To avoid allergic reactions as much as possible, no preservatives or fragrances are used and no mineral oils are added.

A particular highlight of this innovative Ultrasun cream formula is the integration of DNA protection and vitamin E acetate as well as D-panthenol to protect children's skin from environment-related skin aging, cell damage and skin irritation, so that prevention begins in early childhood. The purely mineral sunscreen for extremely sensitive children's skin guarantees reliable protection against sunburn and sun-related skin damage.

The smooth texture of the cream is extremely waterproof, non-greasy and penetrates the skin quickly. The practical airless dispenser for **Ultrasun's High 50^{SPF} reflex kids' formula** prevents foreign bodies from entering and guarantees freshness and quality up to the last spray.

Ultrasun's High 50^{SPF} reflex kids' formula is dermatologically tested for its effect on human skin. It is recommended by dermatologists, paediatricians and adults.

Ultrasun's High 50^{SPF} reflex kids' formula is also suited for adults with extremely sensitive skin.

Also Dr. Liv Krämer relies on sun protection to Ultrasun: "Sun protection is not only important for protecting against sunburn and skin cancer, it is also the best protection against skin ageing (pigmentation and wrinkles) – the best defence against ageing.

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Combined sun protection is important here, i.e. a product which protects against both UVA and UVB rays. One option is a mineral-based sun protection product, which is the safest and best option for children in particular. This type of product is a physical sun filter, which ensures that mineral pigments do not penetrate the skin and therefore the body, and instead remain on the surface of the skin and physically reflect sunlight like a protective shield or a sunshade. It is the safest form of sun protection for children, babies and people with very sensitive skin in particular, because the organic filters do not cause any adverse side effects. Ultrasun for kids is one such mineral-based sun protection product, which is fragrance, mineral oil and preservative-free, and is ideal for daily use. Because nothing is more important than protecting yourself, every day."

Dr. Liv Krämer

is a dermatologist specialising in cosmeceuticals and medical cosmetics, incl. sun protection and skincare as well as anti-ageing medicine. After conducting research in the area of tissue engineering and stem cell research and various international assignments, she worked at Columbia University in New York, the laser clinic in New York and in the Department of Paediatric Dermatology at Charité Berlin. She is the author of several specialist articles, book chapters and one book.

Tips for correct sun exposure for children

1. Protect babies and small children from direct sun exposure. Keep small children out of the blazing sun in their first year of life.
2. Children should wear thick clothing even in the shade. The golden rule is: hat, shirt and trousers.
3. Children's eyes must be protected with sunglasses bearing the CE marking.
4. Always use sunscreen with a high SPF for children.
5. Apply sunscreen repeatedly, to maintain protection. This applies particularly after swimming and drying as well as when sweating.
6. 80 per cent of UV rays reach the earth even on cloudy days, so sunscreen is a must even on these days.

Available in Switzerland from April 2011 exclusively in all Import cosmetics stores in a practical 100ml airless dispenser for 43.90 CHF.

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

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