

Zollikerberg near Zurich, April 2009

Press release (info)

Swiss high tech for the greatest sun protection

New: Ultrasun "very high 50+SPF ultra sensitive extreme formula"

*With **Ultrasun very high 50+^{SPF}** the Swiss company Ultrasun brings out an effective sun protection product for intense sun conditions and particularly sun sensitive skin. **Ultrasun very high 50+^{SPF}** is therefore recommended for sun lovers who leave for the tropics or other sun intensive regions after months in sun-poor winter climates.*

Protection: **Ultrasun very high 50+^{SPF}** protects sensitive and demanding skin. The sun screen comes in a practical airless dispenser and is highly effective thanks to its photostable UVA-UVB filter system. The protection factor 50+ is particularly recommended for extreme sun conditions which require high and continual protection against the sun, e.g., when travelling to the tropics, excursions to high mountain regions and numerous outdoor activities. **Ultrasun very high 50+^{SPF}** additionally offers superior protection for very sensitive, fair skin as well as for skin prone to sun allergies. **Ultrasun very high 50+^{SPF}** provides excellent water, sweat and wear resistance.

Care: **Ultrasun very high 50+^{SPF}** protects and nurtures at the same time. The creamy gel contains a unique combination of active agents, including the important antioxidant liposomal SOD (superoxide dismutase) and vitamin E. Liposomal SOD combats free radicals, thus preventing early skin aging. Vitamin E protects the cells and supports the natural skin repair mechanism. Pro-vitamin B5 lastingly moistens the skin, and the active ingredient bisabolol offers an anti-inflammatory and soothing effect. **Ultrasun very high 50+^{SPF}** contains no oil, no perfume, no emulsifiers and no preservatives. It is therefore also suitable in case of sun allergies.

Application: Apply a sufficient quantity of **Ultrasun very high 50+^{SPF}** on your face and all other body areas exposed to the sun 15 - 30 minutes before exposure. Be careful in case of very fair and sensitive skin types: Even when using sun screen one should not stay in the sun for too long (note your sun account at www.ultrasun.ch)! Renewed application after frequent bathing or excessive sweating ensures continuous protection. **Ultrasun very high 50+^{SPF}** does not stick, absorbs quickly and leaves a pleasant feel to the skin.

TIPS: Even when using extremely high sun protection factors, additional protective measures should be taken: drink sufficient amounts of water on a regular basis, cover your head, wear sun glasses, do not sunbathe between 11 am and 3 pm. Babies and small children should never be directly exposed to the sun!

Availability: The new sun protection "**Ultrasun very high 50+^{SPF} ultra sensitive extreme formula**" is available in a practical **100 ml airless dispenser** at a recommended retail price of **CHF 38.90**. The product is available at Import, Marionnaud, Douglas, Müller, Müller Reformhaus Vital, Jelmoli, Globus, pharmacies, drug stores, and duty free shops.

Ultrasun AG

The Swiss company Ultrasun was founded in 1992 and specializes in the development and manufacture of sun protection products. All Ultrasun products are free of perfume, oil and emulsifiers. They are photostable, waterproof and dermatologically tested. Ultrasun closely collaborates with specialists at home and abroad and regularly brings out innovative products. The products are available in Switzerland, Germany, France, Austria, Great Britain, Ireland, Greece, Spain, Sweden, Malta, Portugal, Cyprus, and in the Benelux states.

Further information are available at: www.ultrasun.ch