

Zollikerberg near Zurich, April 2007

## **New: highly effective Swiss sun protection with anti-ageing effect**

With high 30<sup>SPF</sup> face anti-ageing formula, the Swiss company Ultrasun brings an innovative new product with a sun protection factor 30 and additional anti-ageing effect onto the market. This is thanks to its unique combination of ingredients, including Ectoin, SOD and Softouch® Boron Nitride, which help to prevent UV-induced skin ageing. High 30<sup>SPF</sup> face anti-ageing formula also protects the skin from moisture loss, doing away with the need for a daily moisturiser. At the same time, the liposome preparation provides cells with their own permanent protection.

The new "high 30<sup>SPF</sup> face anti-ageing formula" from the Swiss sun protection experts is not only very effective skin protection but also has a demonstrable cell protection effect thanks to its unique combination of various active ingredients. High 30<sup>SPF</sup> face anti-ageing formula was developed for the special requirements of skin on the face, décolleté and hands.

### **Ectoin – natural skin care and sun protection with Egyptian roots**

Thanks to the natural active ingredient, Ectoin, liposome gel stabilises the moisture content of the skin and also offers a very high level of protection against stress factors that can damage the skin's cells. Ectoin was originally discovered in a dried out river bed in Egypt. Micro-organisms are only able to survive there under the extremely dry and hot conditions that prevail thanks to the production of this valuable active ingredient—a finding that research has put to good use. It is these protecting properties of Ectoin that are used in Ultrasun's new high 30<sup>SPF</sup> face anti-ageing formula. They offer an active cell protection that makes any additional daily moisturiser unnecessary.

### **Additional anti-ageing effect and protection from free radicals**

A further special feature of high 30<sup>SPF</sup> face anti-ageing formula is the anti-ageing effect. This is supported by the body's own enzyme, SOD (super oxide dismutase) that neutralises free radicals, protecting the skin from the formation of wrinkles and premature ageing. This new sun lotion also contains Softouch® Boron Nitride that gives the skin a satin soft feel, making wrinkles and fine lines largely invisible.

### **The essential factor**

With a UVB protection factor of 30, Ultrasun's innovation provides effective protection for lighter and particularly sensitive skin. high 30<sup>SPF</sup> face anti-ageing formula also absorbs around 98 per cent of damaging UVA rays and therefore meets the stringent requirements of the Australian standard for sun protection.

### **Compatible with all skin types**

The special liposome preparation is very resistant to water, perspiration and friction and is effective both in winter and in summer, whether this be for skiing, swimming or other types of sport, or sunbathing. High 30<sup>SPF</sup> face anti-ageing formula is also an ideal daily moisturiser for the face and neck. Dermatological tests confirm high 30<sup>SPF</sup> face anti-ageing formula's optimal skin tolerance, and the absence of any perfumes, oils and emulsifiers make the product particularly suitable for people with sensitive skin or a sun allergy.



The new sun protection high 30<sup>SPF</sup> face anti-ageing formula is available at £16.95 for a 50ml dispenser. You will be able to buy face30 from spring 2007 at John Lewis, Waitrose, Bentalls and leading independent pharmacies or by mail order on 01737 247407.

#### Ultrasun AG

The Swiss company Ultrasun was founded in 1992 and specialises in the development and production of sun protection products. All Ultrasun products are free from perfume, oil and emulsifiers, and one daily application will generally suffice. They are photostable, particularly water-resistant and dermatologically tested. Ultrasun works closely with specialists at home and abroad and regularly brings innovations onto the market. The products are available in Switzerland, Germany, France, Austria, Great Britain, Ireland, Greece, Portugal, Cyprus and in the Benelux countries.

You will find further information at: [www.ultrasun.ch](http://www.ultrasun.ch)