



## PRODUCT, DESCRIPTION AND EVIDENCE

# SHIELD SPF 50

A broad spectrum sunscreen containing a combination of quality filters to protect against the harmful effects of UV rays. Light and easily absorbed, with a natural tint, it will promote an even-looking appearance whilst hydrating and protecting.

## KEY BENEFITS

- SPF 50 UV protection.
- Protects the skin from UV damage.
- Contains aloe vera which calms and soothes the skin.
- Supports skin renewal.
- Supports collagen formation.

## DIRECTIONS FOR USE

Apply liberally over cleansed face, avoiding the eye area. Can be used as a daily moisturiser with or without makeup. Apply before sun exposure and re-apply regularly particularly after bathing/swimming.

## WARNINGS

External use only. Avoid direct eye contact. Do not use on irritated / chapped / damaged skin. If irritation occurs, discontinue use and seek medical advice. Keep out of children's reach. Keep in a cool dry place away from direct sunlight.

## INGREDIENTS

Aqua, Octocrylene, Diethylamino Hydroxybenzoyl Hexyl Benzoate, Bis-Ethylhexyloxyphenol Methoxyphenyl Triazine, Acrylates/C12-22 Alkyl Methacrylate Copolymer, Capric/Caprylic Triglyceride, Ethylhexyl Salicylate, Glyceryl Stearate SE, Propylene Glycol, Cetyl Alcohol, Glycerin, Thermus Thermophilus Ferment, Glyceryl Stearate, PEG-100 Stearate, Glycolic Acid, Sodium Cocoyl Isethionate, Leuconostoc/Radish Root Ferment Filtrate, Aloe Barbadensis Leaf Juice, Panthenol, Phenoxyethanol, Decylene Glycol, Caprylyl Glycol, Potassium Sorbate, Sodium Benzoate, Caramel, Parfum, Limonene, Linalool.

## ACTIVE INGREDIENTS

Organic broad spectrum filters

### BIS-ETHYLHEXYLOXYPHENOL METHOXYPHENYL TRIAZINE

Is an oil soluble chemical agent absorbing ultraviolet rays in both the UVA and UVB range. It has the important advantage of being photostable, i.e. it does not degrade and lose effectiveness on exposure to sunlight. Furthermore, its presence can protect less photostable UV blockers from degradation. It's broad spectrum (covers the whole UVB and UVA range, 280-400 nm) with peak protections at about 310 and 345 nm and unlike older sunscreen agents, it's very photostable. It hardly deteriorates in the presence of UV light and it's also useful in stabilizing other less stable sunscreen agents.

<https://www.ncbi.nlm.nih.gov/pubmed/11594052/>

<https://www.ncbi.nlm.nih.gov/pubmed/27561611>

### DIETHYLAMINOHYDROXYBENZOYL HEXYL BENZOATE

Is an organic compound used in sunscreens to absorb UVA radiation. It has an absorption maximum of 354 nm.

DHBB has excellent photostability and compatibility with other UV absorbers and other cosmetic ingredients. A new generation, chemical sunscreen agent that's designed for high UVA protection and high photo stability. It gives sun protection in the whole UVA range (320-40 nm) with peak protection at 354nm. It helps to minimizing the overexposure of human skin to ultraviolet radiation that may lead to acute and chronic photodamage, diethylamino hydroxybenzoyl hexyl benzoate is an oil-soluble UV filter that may be incorporated in the oil phase of emulsions.

<https://www.ncbi.nlm.nih.gov/pubmed/28042100>

[https://ec.europa.eu/health/archive/ph\\_risk/committees/04\\_sccp/docs/sccp\\_o\\_130.pdf](https://ec.europa.eu/health/archive/ph_risk/committees/04_sccp/docs/sccp_o_130.pdf)

### **OCTOCRYLENE**

Octocrylene is a chemical compound often used as an additive in sun screen, and has moisturizing effects because of its emollient properties. What makes this chemical such a popular additive to sun block, is its ability to neutralize UV radiation dissipated by sunlight, and to minimize skin damage from prolonged sun exposure. Octocrylene is typically an organic compound that is thick and has an oily texture, though it is colourless. Octocrylene is very chemically stable and can be used as an additive to cosmetics in order to preserve any natural chemical degradation that can occur when skin care products are exposed to sunlight for prolonged periods of time. The chemical can also act as an emollient, locking moisture in the skin to increase cellular hydration. Blocks UVA and UVB but of short duration.

<https://www.ncbi.nlm.nih.gov/pubmed/31588614>

[https://www.jaad.org/article/S0190-9622\(13\)00895-5/abstract?cc=y=](https://www.jaad.org/article/S0190-9622(13)00895-5/abstract?cc=y=)

### **ALOE BARBADENSIS LEAF JUICE**

Aloe Barbadensis leaf juice, or Aloe Vera as it is more commonly known, is extracted from the leaves of the plant Aloe. It has been used medicinally for several thousands of years in many cultures. Scientists have discovered over 200 nutritional substances in Aloe Barbadensis leaves, including 20 minerals, 20 amino acids, 12 vitamins, and active enzymes. Aloe Barbadensis leaf juice can soothe skin and serve as an anti – inflammatory agent . It can be efficiently used topically, because of its healing effects, scar reducing and wounds and healing properties. Aloe protects the skin from UV damage. The herb contains aloin, which can block up to 30 percent of the ultraviolet rays when applied to the skin's surface.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2763764/>