



PHYSICIANS FORMULA SKIN CARE
Clinical results for smoother-looking skin.



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DON'T SETTLE FOR AVERAGE SUN PROTECTION WHEN YOU CAN USE THIS SKIN-SAVING POWERHOUSE



Did you know that 90% of visible aging is caused by sun exposure? Well, according to SkinCeuticals, in order to protect your skin against harmful rays that cause skin damage and speed up the aging process, you need to go skin deep.

If you haven't heard of SkinCeuticals yet, you should read up on them. SkinCeuticals boasts a wide array of powerful skin care products aimed to maintain and improve the health of your skin. Their philosophy is simple: **prevent** (against premature aging), **protect** (guarding skin against environmental assaults and harmful UV rays through sunscreen filters) and **correct** (against the visible signs of aging).

Backed by of scientific research SkinCeuticals – which includes products in the cleansing, toning, exfoliating, anti-aging and antioxidant categories – uses pure ingredients in high concentrations, which lead to maximum efficiency. Don't we all want that in our skin care? More bang for our buck?

What's new and exciting about this growing brand is their innovation in sun protection. If you're serious about sun protection, especially on your face, SkinCeuticals has two products, C E Ferulic and Physical Fusion, that together, provide you with a protective powerhouse, unlike any other product on the market.

So what are these products and how do they work? Here's the breakdown.

Everyone has heard of UV rays and how they cause damage to skin. But what the scientists behind SkinCeuticals have brought to light (no pun intended) is Infrared Radiation – which accounts for 54% of the total solar energy reaching the skin. Now that's a lot! In comparison, UV rays, particularly the common UVA and UVB rays you know about, only account for 7%.

But what's worse is that these IR rays – which are also broken down into three categories: IRA, IRB and IRC – reach deeper into the dermis than UV rays. The biggest culprit is IRA, which penetrates deeper than all others. Sixty-five per cent of the energy generated by IRA reaches the skin's dermal layers, in the tissue responsible for the skin's structure where it houses its youth fibers, collagen and elastin.

So in a nutshell, IRA rays, which we are exposed to daily, are responsible for damaging your skin cells and dermal fibers, which will speed up the aging process and damage your healthy skin cells. So where does SkinCeuticals factor in? Both C E Ferulic and Physical Fusion can be used separately for protections, but together they work as powerhouse to protect against these both of harmful rays.



SkinCeuticals C E Ferulic High Potency Triple

Antioxidant Treatment – is a preventative treatment that penetrates deep into the skin and is clinically proven to increase skin's photo protection by eight times. More importantly, it prevents IRA rays from penetrating the skin where most sun protections creams don't offer. It also:

- Neutralizes free radicals and prevents oxidative damage caused by IR and UV exposure.
- Prevents IRA- and UV-induced collage breakdown while promoting collagen synthesis.
- It protects on the inside and out to neutralize harmful rays for increased firmness and reduce wrinkles.



Physical Fusion UV Defense SPF 50 – an ultra-sheer mattifying fluid that provides protection against the broad spectrum of UVA/UVB rays.

- Uses all-natural physical filters, using minerals zinc oxide (Z-Cote) and titanium dioxide
- Enhances natural skin tone and boosts radiance with a hint of pigment colour in the mix
- Paraben free so it's suitable for all skin types

Together, by using an antioxidant serum like C E Ferulic, which protects against the damaging internal effects of IRA and Physical Fusion defense coverage against UVA/UVB rays, gives you the most effective protection for your skin against damage.

To check out where SkinCeuticals is available go to www.skinceuticals.com/canada.

—Toni-Marie Ippolito