

NUTRA SUNCARE™



This enriched and unique sunscreen protection is formulated with Vitamin A, C, E, Aloe Extract, Green Tea Extract, Pro-Vitamin B5 and Seabuckthorn Oil. It helps to promote and maintain healthy-looking skin.

This SPF 30 Body Lotion is designed as an oil-free, alcohol-free and PABA-free formula, which combines long-lasting moisture for dry skin with a high-level sun protector for softer, smoother, younger-looking skin.

It provides broad-spectrum UVA and UVB protection to help prevent premature skin damage caused by everyday exposure to the sun's damaging rays.

Healthy nourishment & protection for your skin.

BENEFITS:

DNA damage caused by ultraviolet (UV) irradiation is considered the main etiologic factor contributing to the development of skin cancer. Several studies have shown how antioxidant compounds used on the skin provide protection against UV induced damage.

Green Tea Extract: Many laboratories have shown that Green Tea Extract, taken orally or applied to the skin, inhibits skin tumour formation induced by chemical carcinogens or ultra-violet radiation (UVB). The anti-cancer forming activity is due to the polyphenolic constituents present therein.

Vitamins C&E: A study by the Department of Medicine at Duke University concluded that “appreciable photoprotection can be obtained from the combination of topical vitamins C&E. We suggest that these natural products may protect against skin cancer and photoaging”.

Seabuckthorn Oil:

Its berries contain more than 100 different kinds of nutrients and bio-active substances including vitamins, fatty acids, and amino acids. Its vitamin content is much higher than in any other cultivated fruit or vegetable. Pulp and seeds contain oils which are carriers of many concentrated bio-active substances. Seabuckthorn oil absorbs ultraviolet light, and since the oil is also known to be useful for promoting skin health it is the perfect addition to any sun care product.

Aloe: The benefits of Aloe as an after-care sun product are well-known. Its wound healing promotion on burns, anti-inflammatory properties, moisturizing and nourishing benefits are extended to your time in the sun, not just after the sun.

UNIQUE FEATURES & BENEFITS:

Our unique formula gives you the protection of SPF 30 as well as the added protection of Green Tea extract and Seabuckthorn Oil against the damaging rays of the sun.

DID YOU KNOW?

Why we need extra protection, not just any SPF product:

According to the American Academy of Dermatology (AAD), more than one million new cases of skin cancer will be diagnosed in the United States this year. Melanoma, the deadliest form of skin cancer, will kill 7,910 people—that's nearly one person dying of melanoma every hour. In August 2005, a study published in the Journal of the American Medical Association found that the incidence of basal and squamous cell carcinomas, the two most common forms of skin cancer, more than doubled between 1976 and 2003 among women under the age of 40. A recent study of children age 11 to 18 by the American Cancer Society reported that 72% of children experienced sunburns during the summer months.

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REFERENCES:

- 1) Antioxidants in Green Tea offer skin protection from the sun. (Katiyar S.K. & Elmetts C.A. *Green Tea polyphenolic antioxidants and skin photoprotection (review)*. Int.J.Oncol.2001 Jun; 18(6):1307-1313).
- 2) Antioxidants in Vitamins C and D, provide the skin protection from radiation. (Placzek M, Gaube S, Kerkmann U, Gilbertz KP, Herzinger T, Haen E, Przybilla B. *Ultraviolet B- induced DNA damage in human epidermis is modified by the antioxidants ascorbic acid and D-alpha-tocopherol*).
- 3) Vitamin E, because of its many properties, is commonly used in cosmetics and beauty products (*Vitamin E: Critical review of its current use in cosmetic and clinical dermatology*. Department of Dermatology, Northwestern University Medical School, Chicago, IL, 60611, USA).
- 4) The antioxidants Vitamin C and E provide UV photoprotection. (*UV photoprotection by combination topical antioxidants Vitamin C and Vitamin E*. Department of Medicine, Duke University Medical Center, Durham, NC 27710, USA).
- 5) Topical use of Vitamin C helps correct the natural signs of aging. (Sauermann K, et al., *Topically applied vitamin C increases the density of dermal papillae in aged human skin*, BMC Dermatol, 2004).
- 6) Vitamin E acts as a free radical scavenger, protecting the skin from radiation. (Mitchel RE, et al., *Skin tumour promotion by Vitamin E in mice: Amplification by ionizing radiation and Vitamin C*, Cancer Detect Prev., 2003).
- 7) Significant photoprotection comes from combining vitamins C and E topically. Natural skin care products that contain these ingredients may protect the skin against skin cancer. (Lin JY, *UV photoprotection by combination topical antioxidants vitamin C and vitamin E*, J Am Acad Dermatol, 2003).
- 8) When used externally, Aloe Vera has shown to increase wound healing and inhibiting inflammation. (Davis RH, et al., *Anti-inflammatory and wound healing activity of a growth substance in Aloe vera*. J Am Podiatr Med Assoc., 1994).
- 9) The polyphenolic extracts of green tea protect the severity of adverse human health effects from overexposure to ultraviolet (UV) radiation, and as a result may be useful as an ingredient in products for photoprotection. (Elmetts CA, *Cutaneous photoprotection from ultraviolet injury by green tea polyphenols*, J Am Acad Dermatol, 2001).

Literature / Other:

- 10) *Seabuckthorn (hippophae rhamnoides) – an ancient crop with modern virtues*. (E.Small, PM. Catling, Eastern Cereal and Oilseed Research Centre. Agriculture and Agri-Food Canada and T.S.C. Li. Pacific Agri-Food Research Centre. Agriculture and Agri-Food Canada).
- 11) ICRTS- International Center for Research and Training on Seabuckthorn.
- 12) *Why Sunscreen Alone is Not Enough* by Claire Gutierrez. Updated December 21, 2005.

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