

Practicing Safe Sun



The Essential 4 Anti-Aging Fighters:

❖ Broad Spectrum Sunscreen

❖ Antioxidants

Laser Skin Solutions Jax

❖ Growth Factors

❖ Vitamin A (Retinol, Tretinoin, Retin-A)



The Science of UV Exposed Skin



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‘Wrinkles are a direct result of sun damage. Your best defense? Using an effective sunscreen that addresses damaging UVA and UVB rays every single day.’

Dr. Richard E. Fitzpatrick, MD
SkinMedica Founder

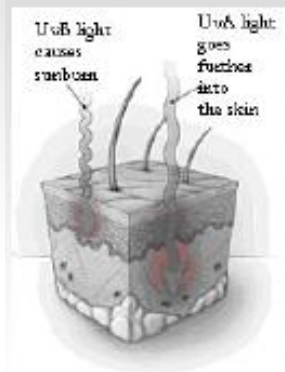


The Science of UV Radiation

- ❖ Exposure to UV radiation is the main environmental factor that causes premature aging of the skin
- ❖ UVA and UVB are the 2 primary forms of radiation that reach the surface of the earth
- ❖ UV irradiation is a cumulative process that occurs based on the degree of sun exposure and the level of skin pigment



ABCs of UV Radiation

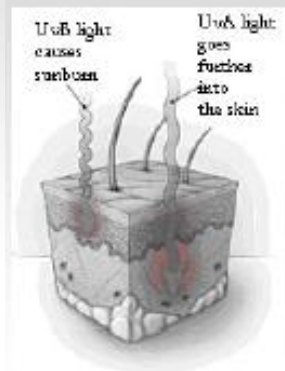


UVA:

- ◇ “Aging” Ray
- ◇ Deepest penetrating
- ◇ Equal intensity throughout the day
- ◇ Penetrates glass and windows
- ◇ Dominant tanning ray
 - People who use tanning beds are 2.5 times more likely to develop skin cancer
 - Increases melanoma incidence by 75% in youth
- ◇ Cannot be measured by current SPF rating



ABCs of UV Radiation



UVB:

- ◇ “Burning” Ray
- ◇ Higher energy but does not penetrate as deep
- ◇ Equal intensity varies by season, time of day, location
 - Most dangerous between 10am-4pm
 - April – October
 - Higher altitudes
- ◇ Reflective
 - 80% of rays can bounce back and hit the skin doubling exposure
- ◇ Current measurement is SPF rating

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SPF (Sun Protection Factor) Explained

- ❖ SPF Measures the length of time a product protects against skin reddening from UVB, compared to how long the skin takes to redden without protection.
- ❖ If it takes 20 minutes without protection to begin reddening, using an SPF 15 *Laserskin Solutions Jax* events reddening 15 times longer - about 30 minutes.
- ❖ People with fair skin require a higher SPF than those with darker skin.
- ❖ To maintain the SPF, reapply sunscreen every two hours and right after swimming.



SPF Management

A sunscreen's SPF, or sun protection factor, measures how much the product shields the sun's shorter-wave UVB rays

- ◆ SPF 20 manages approx 95% of UVB rays
- ◆ SPF 30 manages approx 96.7% of UVB rays
- ◆ SPF 50 manages approx 98% of UVB rays
- ◆ SPF 100 manages approx 99 % of UVB rays



Sunscreen Actives

FDA approved active ingredients for use in over-the-counter sunscreens

PRODUCT	MAXIMUM CONCENTRATION
Aminobenzoic acid	15%
Avobenzone	9%
Cinoxate	3%
Dioxybenzone	3%
Methyl anthranilate	5%
Homosalate	15%
Octocrylene	11%
Octyl methoxycinnamate	7.5%
Octyl salicylate	5%
Oxybenzone	6%
Pedialate O	8%
Phenylbenzimidazole sulfonic acid	4%
Sulisobenzonone	11%
Titanium dioxide	25%
Troloxerone salicylate	12%
Zinc oxide	25%

Percentage based on weight or volume (depending on dosage and temperature involved)
SOURCE: Food & Drug Administration

Physical

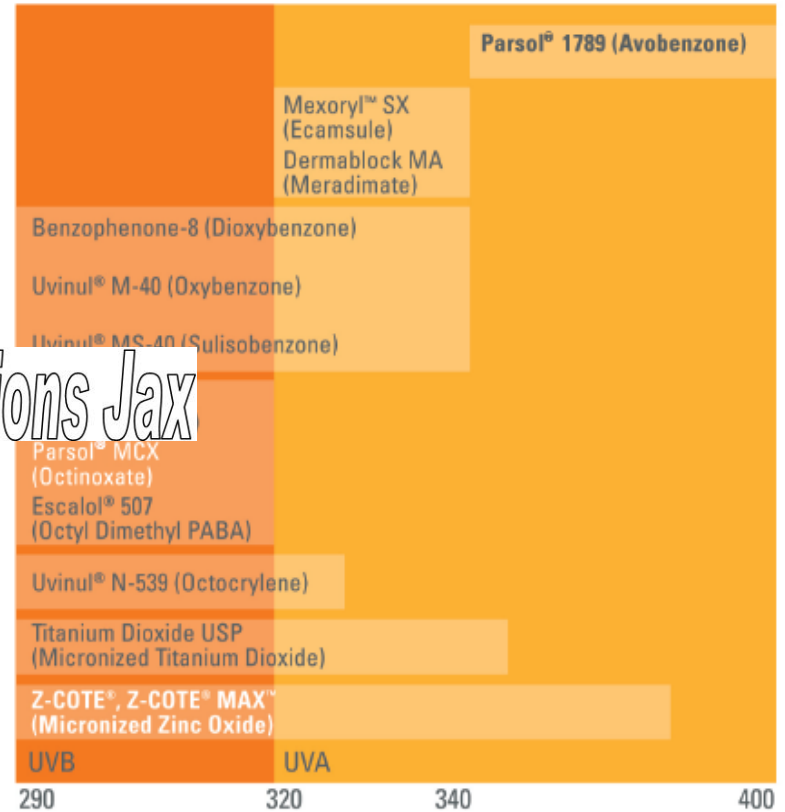
- Titanium Dioxide
- Zinc Oxide
- Physically blocks (deflects) UV from entering skin

Chemical

- Absorb UV rays and prevent entering the skin

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Protection Against UV Rays by Sunscreen Agents



The Future of Classification

UVA Protection		UVB Protection	
Low	★☆☆☆☆	Low	2-14 SPF
Medium	★★☆☆☆	Medium	15-29 SPF
High	★★★☆☆	High	30-50 SPF
Highest	★★★★★	Highest	50+ SPF



Sunscreen agents shown in white are used in SkinMedica Solar Care products, providing full spectrum UVA/UVB protection unlike many other sunscreen products.

A Complete Line Of Defense



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A COMPLETE LINE OF DEFENSE

SkinMedica Sun Protection Formulas offer Triple Layer Protection against UVA and UVB rays

Physical protection prevents UV from entering the skin, a second layer of chemical defense absorbs UV, and potent antioxidants offer a third layer of biological protection to boost the skin's natural defenses to counteract UV cell damage.

Environmental Defense Sunscreen SPF 50+ with UV ProPlex™
Very Water Resistant, Oil-Free, Fragrance-Free

Environmental Defense Sunscreen SPF 30+

FIGHT SKIN CANCER!

SkinMedica will make a \$1 donation to Skin Cancer Research for each SkinMedica SPF product sold globally.

For more information visit:
www.skinmedica.com/fightskinancer

SkinMedica®
www.skinmedica.com

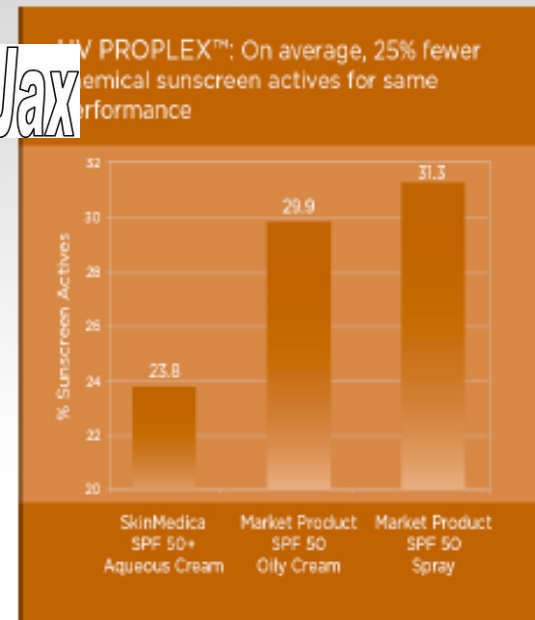
Three tubes of SkinMedica Environmental Defense Sunscreen are shown. From left to right: the first tube is labeled "SPF 50+", the second "SPF 30+", and the third "SPF 20+". Each tube is white with a blue and orange label.

NEW Environmental Defense SPF 50



- ❖ **Patented UV ProPlex™**
 - ❖ Optimizes SPF and provides UVA boost requiring less UV filters
 - ❖ Patented Technology produces a more uniform distribution of UV-filters on the skin
- ❖ **Oil-Free: Dry touch**
- ❖ **Fragr**
- ❖ **PABA-Free**
- ❖ **Paraben-Free**
- ❖ **Very Water Resistant**
- ❖ **Superior performance for active patients**

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Environmental Defense SPF 30



- ◇ Oil-Free
- ◇ Fragrance-Free
- ◇ Patient Type:
 - ◇ Daily Sunscreen
 - ◇ Post Procedure
- Laser Skin Solutions Jax* sensitive
- ◇ Contains:
 - ◇ 8.0% Z-Cote Max
 - ◇ 5.5% Octinoxate (Parsol MCX)
 - ◇ Green Tea
 - ◇ Caffeine



TNS Ultimate Daily Moisture SPF 20



Contains:

- ◇◇ 5.5% Z-Cote Max
- ◇◇ 7.5% Octinoxate (Parsol MCX)
- ◇◇ Growth Factors
- Laser Skin Solutions Jax*
- ◇◇ Green Tea
- ◇◇ Yeast Extract
- ◇◇ Red Algae Extract
- ◇◇ Vitamin E
- ◇◇ Moisturizers



Essential Anti-Aging System



Laser Skin Solutions Jax



TNS Essential Serum™



❖ All-in-one anti-aging product containing Growth Factors, Peptides, Antioxidants and Skin Lighteners

Laser Skin Solutions Jax ❖ Improves the appearance of redness, wrinkles and the overall tone and texture of skin

❖ Full strength TNS Recovery Complex (growth factors) works synergistically with peptides to build the extracellular matrix



Patient 56 Right Lateral View

Age: 50



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Before Treatment

After 1 month of
TNS Essential Serum



Patient 12 Right Forehead

Age: 54



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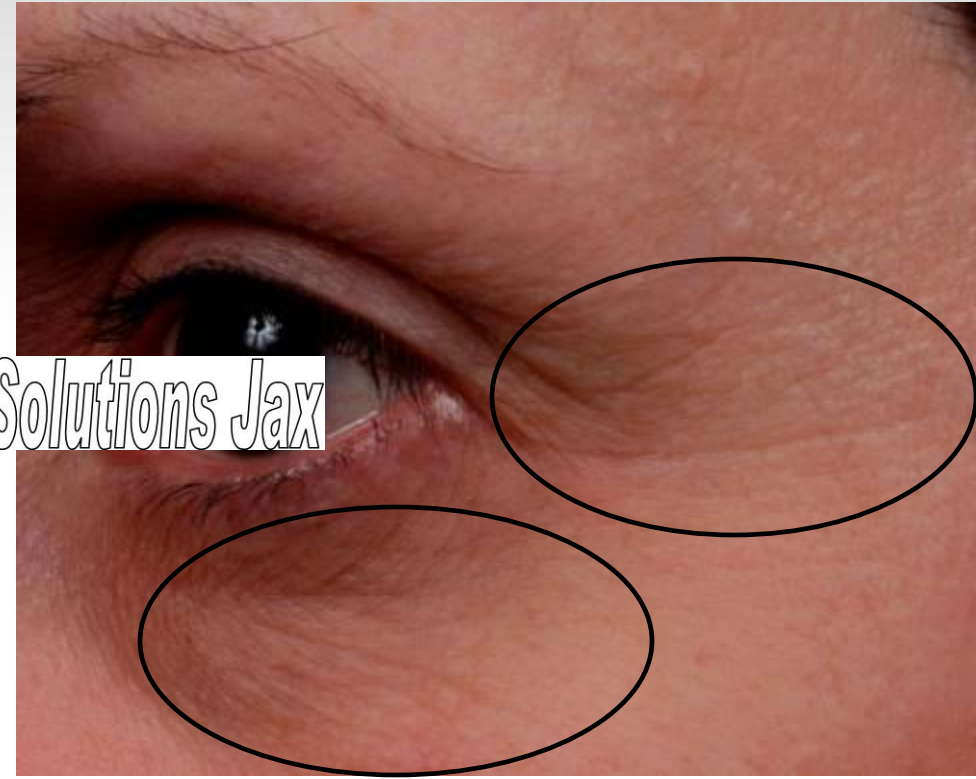
Before Treatment

After 1 month of
TNS Essential Serum



Patient 24 Left Peri-Ocular View

Age: 49



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Before Treatment

After 2 months of
TNS Essential Serum



Patient 52 Right Peri-Ocular Area
Age: 51



Before Treatment

After 3 months of
TNS Essential Serum



Retinol Complex (Vitamin A)



❖ 3 forms of vitamin A improve the appearance of fine lines, aging, and sun-damaged skin

Laser Skin Solutions Jax ❖ Enhances skin texture and rates exfoliation

❖ Microsphere technology delivers vitamin A slowly to minimize irritation allowing nightly use



Topical Retinol Effects

Improves skin tone, texture, and clarity

- **Accelerates cell turn-over up to 6 times normal rate**

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- **Regulates sebum production and controls inflammation**

- **Exfoliation and cell regeneration clears pores**



The “Essential 4”

❖ Broad Spectrum Sunscreen

❖ Antioxidants

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ANY QUESTIONS?

