

Introducing Invisible Physical Defense SPF30 – 3 minute consumer video script

Do you have sensitive skin? Do you struggle to find a sunscreen that your skin can tolerate or do you just prefer to use a chemical free, physical SPF? Chances are, you've experimented with physical sunscreens as they are more suited to sensitive and reactive skins, however you may also have found that they leave a white cast on the skin.

Step forward Dermalogica's new Invisible Physical Defense SPF30! A non-irritating, chemical free sunscreen with ultra-sheer Zinc Oxide to defend against UV rays and blue light that easily blends on all skin tones. In fact, its 2 times more transparent than the leading competitor!

At Dermalogica, one of our top pro tips to maintain healthy skin and preserve its youth is to defend against UV rays. UV is present all year round, even in the winter months and on a cloudy day. These rays penetrate our skin and cause irreversible damage, over the years this accumulation of sun damage results in premature skin ageing in the form of lines, wrinkles and uneven pigmentation.

But, our skin is also exposed to something called blue light. This is a high energy light produced from the sun but is also emitted from our devices. Unfortunately, our bodies aren't very good at blocking blue light meaning it can negatively affect our vision, sleeping patterns and our skin.

If you struggle with using SPF you're going to love dermalogica's new Invisible Physical Defense SPF30. This weightless, blendable formula defends against UVA and UVB rays as well as blue light and also contains (ingredients) Bioactive Mushroom Complex to reduce UV induced redness and dryness.

With physical sunscreens being notoriously hard to blend, leaving a white cast on the skin, we're so excited to share that Invisible Physical Defense SPF30 is invisible on all skin tones and suits all skin types including sensitive skins.

To use, dispense a generous amount, applying to your face and neck after moisturising and blend.

To create your personalised, daily SPF plan, visit www.invisiblephysical.com to where you'll learn more about how best to defend your skin.

And to experience this new formula first hand, visit your local Dermalogica stockist. They'll be offering a 10 minute Skin Solver service where your expert therapist will deliver you radiant skin and weightless UVA, UVB and blue light defence.