

Introducing Invisible Physical Defense SPF30 – 5 minute consumer video script

Did you know that up to 50% of visible signs of skin ageing comes from your exposome? Your exposome is made up of environmental factors and lifestyle habits and one of the main environmental contributors to this premature skin ageing is exposure to the sun. This sun damage accumulates over the years as the body can heal only a small percentage. So over time, this leads to lines, wrinkles and pigmentation making us look older than our years.

As a Professional Skin Therapist, my top pro tip to achieving healthy skin that looks good for its age is to wear SPF daily, all year round. Yes! Even if it's cloudy and we're in the depths of winter. Why? Because UVA rays are present all year round and UVA rays penetrate deep into your skin without you noticing and cause skin damage. Now we're probably more familiar with UVB rays, the burning ray because we can feel its heat in the summer months and when in hotter climates. But we need to defend the skin from both UVA and UVB rays to prevent skin damage.

There's also another form of light we should defend ourselves from called Blue Light. This is a high energy light produced from the sun but is also emitted from our devices and computer screens. Our bodies aren't very good at blocking Blue Light meaning it can negatively affect our vision, sleeping patterns and even our skin.

We know it can be tricky to find the right SPF formula for your skin, many are thick and uncomfortable for daily wear and if you have sensitive skin you may find regular chemical sunscreens are too irritating. We also find that today, more and more consumers are looking for chemical free, physical sunscreens to protect their skin. So what is the difference between a chemical and a physical sunscreen?

Firstly, it's important to note that one isn't better than the other, they just work in different ways. A chemical sunscreen works by converting and scattering UV radiation into heat. This doesn't cause a problem for many skins but people with sensitive and reactive skin may not tolerate this. Chemical sunscreens offer water resistance so are great for water sports and when getting hot and sweaty. Physical sunscreens work by creating a barrier that prevents UV rays from hitting the skin at all. Physical sunscreens are better for sensitive skin but traditionally can be hard to blend, leaving a white cast on the skin.

If you struggle with using SPF and are looking for a non-irritating sunscreen, you're going to love dermalogica's new Invisible Physical Defense SPF30. This chemical free sunscreen uses ultra-sheer Zinc Oxide to defend against UV rays and blue light and easily blends on all skin tones. As we just mentioned, physical sunscreens are notoriously hard to blend, leaving a white cast on the skin. This is a particular issue with those with a darker skin tone. We're so excited to share that Invisible Physical Defense SPF30 is invisible on all skin tones and suits all skin types including sensitive skin. In fact, it's 2 times more transparent than the leading competitor!

This weightless, blendable formula also contains (ingredients) Bioactive Mushroom Complex to soothe skin and reduce UV induced redness and dryness. Plus antioxidant Matcha Green Tea to help defend skin against free radical damage.

To use, dispense a generous amount, applying to your face and neck after moisturising and blend. And remember to reapply regularly if you're out in the sun for an extended period of time.

To create your personalised, daily SPF plan, visit www.invisiblephysical.com to learn more about UV and blue light and the different types of sunscreens available. The widget will take you through a few questions based on your daily activities, your skin tone and will geo locate you to factor in the UV index, pollution and temperature to determine your skin protection plan. You can even sign up for text message alerts when the UV index in your area hits dangerous levels.

And to experience this new formula first hand, visit your local Dermalogica stockist to receive a 10 minute Invisible Physical Defense Skin Solver service. Your expert therapist will deliver you radiant skin and weightless UVA, UVB and blue light defence.