

## WHERE PROTECTION MEETS BEAUTY

Cosmetic innovation, sun protection and science all in one

The Heliocare 360° Color range of high or very high UVB and UVA protection products is designed to be matched with an individual's skin-type, lifestyle, skin-health and the time of year. The range offers:

- very high photoprotection – full-spectrum UVA, UVB, VIS, IRA, 50+
- powerful anti-oxidant and repair activity



HELIOCARE 360° COLOR GEL OIL-FREE  
Make-up with ultra-light dry touch texture

NEW

- ensures a natural, even skin tone with matte effect and no shine
- sebum-regulating and moisturising activity
- high coverage

HELIOCARE 360° COLOR CUSHION COMPACT  
1st dermatologic photoprotection in a cushion format

NEW

- oil-free and suitable for all skin types
- water-resistant – SPF remains unchanged after water immersion (40 min)
- paraben-free and alcohol-free, contains no potential hormone disruptors
- neutral tones ensure no orange-yellow 'mask effect'

Available in 3 innovative shades

Pearl

Beige

Bronze



HELIOCARE 360° – SUN PROTECTION, INSIDE AND OUT.



NEW

### REFERENCES

1. Skin Cancer Foundation. Sun Protection AND Vitamin D. Available at: <https://www.skincancer.org/healthy-lifestyle/vitamin-d/damage>. Last accessed August 2018. 2. Heliocare. Oral and Topical Photoprotection. Available at: <https://www.heliocare.net/eng/heliocare-photoprotection.html#>. Last accessed August 2018. 3. Data on File I. 4. Data on File II. 5. Heliocare. Fernblock® Technology. Available at: <https://www.heliocare.net/eng/heliocare-technologies-detail.html#origen>. Last accessed August 2018. 6. Data on File III. 7. Data on File IV.

Marketed by  
**Genop**  
healthcare

HELIOCARE 360°

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NEW

## A STROKE OF SUN GENIUS

Prevent, repair, eliminate – DNA Damage



# WHAT IS SUN DAMAGE AND WHAT ARE THE RISKS?

**Sunlight is essential for life, but too much exposure can be harmful.** Sun exposure without protection can cause photo-ageing, which results in a lack of elasticity and tightness, pigmentation, blemishes, a duller complexion and even skin cancer.

**The sun gives off different types of radiation:** ultraviolet radiation (UV), infrared (IR) and visible (VIS).

**UVB radiation** – reaches only **superficial** skin layers (epidermis), but may have a bigger skin cancer-causing potential, due to its DNA cell exposure causing “DNA mutations”.

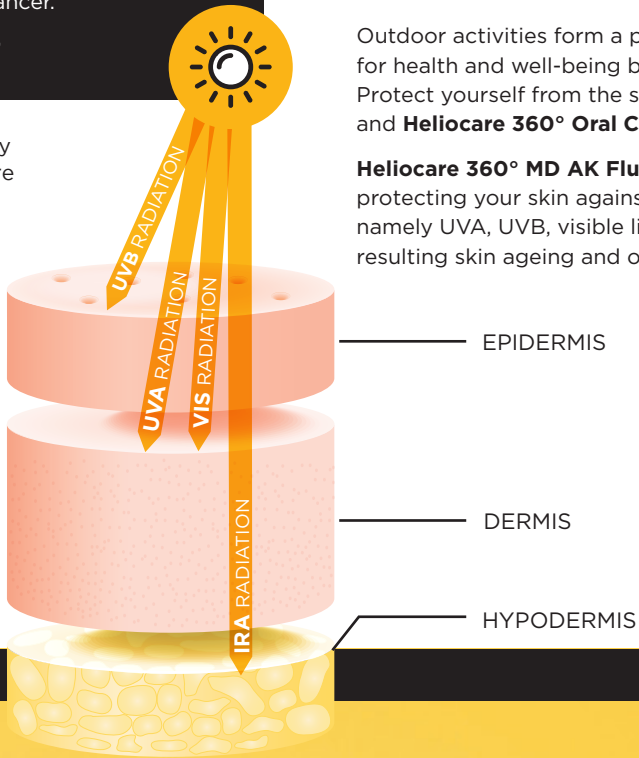
**UVA radiation** – reaches **deeper** skin layers down to the dermis. It contributes indirectly to the development of **skin cancer** and **photo-ageing** e.g. blemishes, wrinkles, loss of firmness and sagging.

**VIS radiation** – is visible to the human eye and contributes to the reddening of the skin. It also causes or worsens skin blemishes.

**IR radiation (near IRA)** – represents more than one third of solar radiation reaching the skin. It contributes to the appearance of wrinkles and causes **heat strokes**.

**IR and VIS radiation reach deeper layers in the skin and can cause skin damage, photo-ageing and blemishes, and skin cancer.**

**Heliocare 360°** – sun protection, inside and out.



## Go beyond photoimmunoprotection with NEW Heliocare 360° MD AK Fluid and Heliocare 360° Oral Capsules

Outdoor activities form a part of a healthy lifestyle. The sun is essential for health and well-being but can also have negative effects on the skin. Protect yourself from the sun with **Heliocare 360° MD AK Fluid 100+** and **Heliocare 360° Oral Capsules**.

**Heliocare 360° MD AK Fluid 100+** offers a new and unique way of protecting your skin against the complete spectrum of sun radiation namely UVA, UVB, visible light and infrared radiation, which prevents the resulting skin ageing and oxidative and DNA damage these can cause.



### THE UNIQUE PROPERTIES OF HELIOCARE 360° MD AK FLUID INCLUDE:

- 100+** Very high full-spectrum sun protection – UVB, UVA, VIS, IRA
- Repairs the skin barrier
- Powerful anti-oxidant – Fernblock+, Vit C + E
- Moisturises
- Prevents, repairs and eliminates DNA damage by triggering all three DNA repair mechanisms
- Clinically proven efficacy

### USE IN COMBINATION WITH HELIOCARE 360° CAPSULES FOR PROTECTION FROM THE INSIDE OUT



**Fernblock+** contains higher concentrations of the ingredient extracted from *Polypodium leucotomos*, a fern originating in Central America. It is a **natural, unique** and **patented** key ingredient in all Heliocare products.

- photoprotection
- anti-ageing protection
- skin enhancement
- DNA repair

