

# U.V. protect SPF 50+

## PRO SHIELD

ADVANCED PHOTOPROTECTION SYSTEM



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### ADVANCED PHOTOPROTECTION SYSTEM

#### THE CONCEPT

Skin ageing can largely be driven by cumulative exposure to ultraviolet (UV) radiation. Prolonged and unprotected sun exposure accelerates visible signs of ageing, while compromising overall skin health and function. For this reason, limiting direct sun exposure, particularly during peak intensity in the summer months, remains essential. Sun protection, therefore, is not defined by numbers alone, but by how the skin responds to them. U.V. protect SPF 50+ PRO SHIELD is developed as a superior photoprotection product, formulated for periods of unavoidable direct and prolonged exposure, delivering high-performance broad-spectrum protection in a lightweight, adaptive fluid.

#### THE FUNCTION

This advanced photoprotection system works to:

- Protect against UVA and UVB-induced damage
- Prevent photo-ageing and pigmentation
- Maintain hydration without heaviness
- Provide a lightweight invisible finish

The result is skin that remains protected, balanced, and comfortable, even in high-exposure conditions.

#### THE COMPOSITION

A precise combination of UVA and UVB filters, supported by a film-forming system:

- UVA filters protect against long-wave radiation linked to ageing and pigmentation
- UVB filters defend against short-wave radiation responsible for sunburn and cellular damage
- Film-forming agents ensure a comfortable feel and optimal coverage

#### THE MECHANISM

At the surface, a uniform protective film forms, shielding the skin from UV exposure while maintaining a breathable, non-greasy finish.

#### THE OUTCOME

Skin remains protected with reduced risk of UV-induced damage, while maintaining a light, comfortable finish.

#### THE POSITIONING

A very high-protection SPF 50+ system, designed for daily use during outdoor activity and high UV exposure.

#### APPLICATION

Apply as the final step of the morning routine. Allow absorption before sun exposure and reapply every 2–3 hours. For optimal protection, apply the recommended amount (approximately 2 mg/cm<sup>2</sup>).

#### OUR PRINCIPLE OF INTELLIGENT PROTECTION

More SPF is not always better, appropriate SPF is better.

#### PROFESSIONAL APPROACH

Following treatment, the skin is stimulated and more reactive. For this reason:

**SPF 30** is preferred in-cabin

- Provides effective protection (~95% UVB)
- Reduces risk of irritation
- Supports recovery

**SPF 50** is recommended situationally

- Provides ~98% UVB protection
- For direct and prolonged sun exposure
- High UV environments

#### DAILY GUIDANCE

##### SPF 30

- Limited sunlight
- Minimal exposure
- Lower UV conditions

##### SPF 50

- Direct sun exposure
- Outdoor environments
- High UV intensity

#### CLINICAL CONSIDERATION

Selecting the appropriate level of protection and educating the client on the correct use of SPF across different seasons and exposure conditions plays a critical role in overall skin health and successful skin restoration.

#### PHILOSOPHY

The goal is smart protection.



**PRODUCT SIZE**  
50ml

**INGREDIENTS (INCI)**

Aqua (Water), Dibutyl Adipate, Ethylhexyl Salicylate, Butyl Methoxydibenzoylmethane, Bis-Ethylhexyloxyphenol Methoxyphenyl Triazine, Ethylhexyl Triazone, Phenylbenzimidazole Sulfonic Acid, C12-15 Alkyl Benzoate, Glyceryl Stearate, Dimethicone, Butylene Glycol, Dicaprylyl Ether, Triethanolamine, Cetearth-20, Silica, Diethylhexyl Butamido Triazone, Polyacrylate Crosspolymer-6, Dodecane, Tetradecane, Phenoxyethanol, Titanium Dioxide, Cetearth-12, Cetearyl Alcohol, Cetyl Palmitate, Hydrolyzed Wheat Protein/PVP Crosspolymer, Dimethicone/Vinyl Dimethicone Crosspolymer, Disodium EDTA, Tocopheryl Acetate, Ethylhexylglycerin, Diethyl Succinate, Sodium Hydroxide, PEG-8, Tocopherol, Potassium Sorbate, Ascorbyl Palmitate, Ascorbic Acid, Citric Acid.

**INDICATIONS**

Recommended for all skin types.

**PRODUCT DESCRIPTION**

U.V. Protect SPF 50+ PRO SHIELD is a high-performance, broad-spectrum photoprotection fluid designed for periods of direct and prolonged sun exposure. Formulated with advanced UVA and UVB filters, it helps defend against photo-ageing, pigmentation, and sun-induced damage while maintaining optimal skin comfort. Its lightweight, film-forming system creates an invisible, breathable shield that delivers very high protection without heaviness, leaving the skin protected, balanced, and naturally refined.

**PRODUCT BENEFITS**

- Very high broad-spectrum UVA/UVB protection (SPF 50+)
- Helps prevent photo-ageing and UV-induced skin damage
- Lightweight, non-greasy, invisible finish

**KEY ACTIVE INGREDIENTS**

UVA filters  
UVB filters

**PROPERTIES**

**UVA filters** - protect against long-wave UV radiation associated with photo-ageing, pigmentation, and loss of skin elasticity.

**UVB filters** - protect against short-wave UV radiation responsible for sunburn and direct skin damage.

**Film-forming effect** - create a uniform protective film on the skin surface, improving coverage, adherence, and overall SPF performance.

**DIRECTIONS FOR USE**

Apply as the final step of the morning routine. Allow to absorb before sun exposure and reapply every 2-3 hours. For optimal protection, apply approximately 2mg/cm<sup>2</sup>.