



Protect + Prevent Mineral Facial Sunscreen

Guards against UVA/UVB rays, blue light, pollutants



Benefit

Protect + Prevent Mineral Facial Sunscreen provides broad-spectrum protection from UVA and UVB rays and prevents premature aging of skin.

Why is broad-spectrum protection important? And how does this formula help prevent signs of premature aging?

SPF stands for Sun Protection Factor, a measure of how well sunscreen protects against UVB rays. A broad-spectrum sunscreen protects you from both types of UV light: UVA and UVB. UVB rays are the stronger of the two and can cause sunburns and most skin cancers. UVA rays play a smaller role in sunburn than UVB rays do – but that doesn't mean they aren't dangerous. UVA rays are sneakier and are typically responsible for premature aging, but they may also contribute to some skin cancers.

Sun exposure is a primary reason for early or premature aging. Photoaging is mostly caused by UVA radiation, which robs the skin of its natural ability to hold its shape and also causes freckles and so-called liver spots.

For effective sun protection, a broad-spectrum sunscreen with an SPF of 30 or higher and water-resistance properties is ideal.

Benefit

The wrinkle-fighting formula is powered by non-nano zinc oxide and titanium dioxide, which sit on the skin's surface to deflect damaging UVA/UVB rays, unlike chemical sunscreens that typically sink into skin and absorb UV rays.

How is sinking into skin and absorbing UV rays bad? Does it still get in my skin?

When a chemical or ingredient penetrates the skin, it makes its way past the stratum corneum (the outer layer of skin) and into the skin's deeper layers. Absorption is when a chemical goes past all the skin layers and enters the bloodstream. One of the major factors affecting penetration and eventually absorption is particle size. Due to their size and/or ability to dissolve into the bloodstream, chemical

sunscreen ingredients can penetrate, be absorbed and cause harm to internal organs.

However, micronized (broken into small particles) mineral sunscreens (titanium dioxide and zinc oxide) contain large molecules that collect together without penetrating the skin or being absorbed. They simply act as a physical barrier to deflect harmful UV rays.

Benefit

Our Nordic antioxidant blend of organic cloudberry, elderberry, black currant and lingonberry protects skin from free radicals and imparts radiance. It also helps protect skin from blue light and boosts the ability of the skin to defend against environmental pollutants.

What are free radicals? And why is it important to protect skin against them?

Human skin is constantly exposed to air, solar radiation, other environmental pollutants, and mechanical and chemical stressors that are capable of generating free radicals – unstable atoms that can damage cells, causing illness and aging. Including antioxidants in your skin care regimen helps you defend against potential damage caused by free radicals due to environmental factors.

Benefit

Reef-Friendly Certified.

Can sunscreens damage coral reefs? Several years ago, scientists started to notice the potential harmful effects of sunscreen ingredients on coral reefs and other marine life.

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Example: Researchers found that four common chemicals in sunscreens – paraben, cinnamate, benzophenone and camphor derivatives – can stimulate dormant viral infections in zooxanthellae, the algae that helps give coral its spectacular color. These chemicals can cause viruses to replicate within the algae, spreading infection to nearby coral communities.

www.ncbi.nlm.nih.gov/pmc/articles/PMC2291012/

Why is being reef-friendly certified important? While many companies may claim their product is reef friendly, the reef-friendly certification gives consumers complete confidence the product will not harm coral reefs in any way.

The BIORIUS Reef-Friendly certification is backed by robust evidence published in peer-reviewed articles and ensures compliance with relevant cosmetic legislations worldwide. To obtain Reef-Friendly certification from BIORIUS, we had to prove that our sunscreen is formulated without ingredients toxic to coral reefs. It also could not contain any parabens, phthalates, triclosan, microplastics or nanomaterials, which are all potentially toxic to coral reefs.

Finally, to be considered reef safe, it needs to be water-resistant, which means more of it stays on you than comes off in the water while swimming. Learn more at www.biorius.com/cosmetics-certifications/reef-friendly-certification/

Benefit

Dermatologist-tested; tested for irritancy and allergy.

Why are these tests important?

Norwex ensures that each personal care product has been tested for safety by an accredited independent lab under the observation of a skin expert (someone with a medical degree in dermatology). Products that have passed this type of testing are expected to have a very low potential for skin irritations and allergies.

Benefit

Vegan (absolutely no animal products).

Why this is important? Are other sunscreens made with animal products? Among the more common animal-derived

ingredients found in some cosmetics and/or personal care items are lanolin, collagen, beeswax, carmine and tallow/fatty acids.

Benefit

Free from parabens, oxybenzone, gluten, phthalates, octinoxate, synthetic fragrances, cinnamate, benzophenone and camphor derivatives.

Why is formulating without these ingredients important?

These ingredients have been shown to have harmful effects and are considered negative in the sunscreen and/or skin care category. They present health concerns to human, animal and/or aquatic life as well as the environment.

Benefit

Norwex skin care products are biobased.

What makes a product biobased? And why is that important?

Biobased looks at the amount of “new” organic carbon versus “old” organic carbon. New organic carbon comes from plants and other biologic processes (like fermentation), which are renewable. Old organic carbon is from petroleum or coal and other non-renewable resources. The objective of biobased plants is to use renewable resources, like corn, sugar and other plants, to make products instead of non-renewables.

The biobased content is measured using a test method (ASTM D6866) which can accurately identify how much of the carbon content in the product is from renewable sources. This percentage does not include the water, or other inorganic materials, in the percentage. Norwex is passionate about biobased, as using biobased ingredients promotes cleaner, safer, renewable plant- and agricultural-based materials to replace petroleum. Moving away from petroleum reduces greenhouse gases while creating economic opportunity for farmers.

For further explanation, please contact the Consultant Care Center.