

DERMAFIX SUNCARE

Sun care for people means protection from the harmful effects of solar radiation, in particular ultra violet radiation of wavelengths 290nm-320 nm (UVB) and 320-400nm (UVA). This is achieved by preventing UV radiation reaching the skin, either by staying in the shade, wearing suitable clothing or by applying sun screening products. Sun care also includes the application of products which mitigate the damage caused by UV radiation. Usually by boosting the body's own protection mechanisms using antioxidants and materials to enhance DNA repair. UVA light makes up 90% of solar radiation penetrating deeper into the layers of the dermis where it is responsible for a number of detrimental long-term effects. It increases degradation of the skin matrix proteins, elastin and collagen. It causes loss of skin elasticity and moisture and an increase in pigmentation disorders, all of which contribute to premature ageing. UVA radiation also causes damage indirectly via the generation of aggressive free radicals. The skin has an intrinsic antioxidative defence system comprising of enzymatic and non-enzymatic antioxidants like superoxide, dismutase or catalase, as well as ascorbic acid and tocopherol to deal with free radicals. Topically applied sunscreens are able to protect this defence system and antioxidants enhance it. Due to the increasing awareness of the dangers of sun exposure, consumers are looking for sun care and skincare products offering greater UV protection. Achieving optimum performance in a sunscreen formulation requires the active ingredients to be distributed as evenly as possible over the skin surface. When applying sunscreen, patting motions recommended rather than spreading. Rubbing decreases efficacy.

DO NOT FORGET TO REAPPLY YOUR SUNSCREEN!

Apply your sunscreen liberally and evenly to all exposed areas 30 minutes before sun exposure. To maximize protection reapply your sunscreen every two hours!

DermaShield SPF 45, Brightening Day SPF 30, Tinted Moisture SPF 25, UV Defense Spray SPF 30

A day at the beach seems to hold nothing but the promise of fun and relaxation. But don't let the sound of the waves and the great weather lull you into a sense of complacency!

UPCOMING EVENTS 2010

- 11th January 2010:** DermaFix re-opens
- 8th & 9th February 2010:** Johannesburg DermaFix Training
- 16th & 17th February 2010:** Cape Town DermaFix Training
- 18 February 2010:** Cape Town Advanced Training

As another holiday season approaches, the DermaFix team sends you our warmest wishes. May you find the true spirit of the season!

Your holiday beach bag

- **DermaFix DermaShield SPF 45**
- **DermaFix Skin Brightening Kit**
- **DermaFix Hydrate**
- **DermaFix Tinted Moisturiser**
- **Beach Towel**
- **Umbrella**
- **Sun Hat**
- **DermaFix Cooler Bag**
- **Water and fresh fruit juice**
- **Tissues**
- **Sunglasses**
- **UV Defense Spray SPF 30 – for a quick sunscreen top up**



NEW
DERMAFIX TINTED MOISTURE SPF 25
 DermaFix Tinted Moisture SPF 25 is a light weight moisturiser that conditions the skin while providing some UVA and optimum UVB protection. It creates a sheer, natural colour that enhances the skin tone. Suitable for all skin types
50ml—R275.00 Vat Inc

We are proud to announce the recent launch of our **DermaFix Skin Brightening Kit.**

Brightening Cleanser, a highly antioxidant cleanser. Actives help inhibit the transfer of melanin-containing melanosomes to the outer layer of the skin, to prevent the formation of hyper-pigmentation.
Brightening Exfoliant, a gentle enzymatic exfoliant with papain extract to aid the removal of dead skin cells and accelerate absorption of actives.
Brightening Day SPF 30, protects the skin from the damaging rays of the sun along with continuous moisturisation.
Brightening Night with Stay-C, the most popular anti-oxidant Vitamin C in stabilized form. Helps slow the production of hyper-pigmentation and age spots, while aiding in some UV protection.
 Available in a handy travel size kit. Ideal for prevention of sun damage as well as overall protection of the skin during the holiday season.
Retail Kit x 4 Products = R495.00 Vat Inc –Special Introductory Price

“GO CHECK OUT” OUR NEW UPDATED WEBSITE!!
www.dermafix.co.za

Head Office: 0861 28 23 23
 Closing: 15 December 2009
 Opening: 11 January 2010

Emergency Orders:
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