



## DERMACEUTICALS FOR MEN

# SKINN Daily Moisture 60ml

**Powerful prescription of NMF's, Antioxidants and UV filters in one product**

Shaving reduces water content in the skin to less than 10% and removes important moisturising factors from the skin. Contains powerful humectants, natural moisturising factors and lipids to repair and moisturize the skin following shaving. Anti-inflammatories are added to reduce skin irritation and repair micro-abrasions. **FREE OF PARABENS** which reduce sperm count and enhance UVA damage to the skin.

**LATEST SCIENTIFIC RESEARCH INDICATES THAT** Men are three times more likely to develop skin cancer and are genetically more proven to developing skin cancer. Correct sun protection and avoidance is vital. Powerful antioxidants are added to reduce sun damage and prevent aging.

### Features and Benefits

#### NON GREASY LIGHT WEIGHT FORMULA

- No facial shine or discomfort when sweating/playing sports

#### MULTIFUNCTIONAL AND CONCENTRATED

- Potent after shave moisturiser, anti-inflammatory and age protector in one.

#### TRIPLE ACTION MOISTURISATION

- Humectants (draw water into the skin) NMF's (proteins that hold water in the skin) and lipids repair epidermal moisture loss following shaving. Repairs the skin barrier after shaving

#### ANTI-INFLAMMATORY AGENTS

- Allantoin and Aloe Barbadensis scientifically proven to improve micro and macro-abrasions following shaving

#### LINOLEIC ACID

- A natural component of skin to strengthen and protect the skin barrier

#### SYNERGISTIC ANTIOXIDANTS

- Three powerful antioxidants work in concert to reduce and improve the signs of skin aging, protect against UV damage, and reduce inflammation
- Helps prevent photodamage and photoageing

#### UV FILTERS

- Physical blockers Nanofine Zinc Oxide and titanium dioxide to protect without whitening

#### RECOMMENDATIONS

**Immediate daily use following shaving as an aftershave protector**

**Dry sensitive skin**

**Photodamaged skin**

**Prevention of photodamage and premature aging**

**Prevention of razor rash or irritation**

#### WHAT SKINN DOES NOT CONTAIN IS AS IMPORTANT AS WHAT IT CONTAINS

Dermatologists believe that what is NOT in a product is as essential as what is in a product.

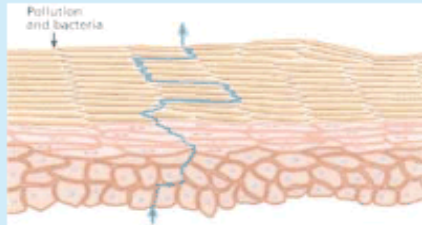
#### SKINN does NOT contain

Parabens	Preservative proven not only to reduce sperm count, but also increases UV damage to the skin and is a potent allergen
Acne inducing agents	Sodium lauryl sulphate, Lareth 4, Propylene glycol/Mineral oil (safe in leave-on hair products)
Lanolin or wool alcohols	Wools • 4th most common cosmetic allergen (after fragrances, preservatives and PPD)
Chlorocresol	Used as a preservative in many creams, Common cause of contact dermatitis
Tea Tree Oil	Recent studies indicate of topical tea tree oil causing <b>anaphylaxis (life threatening) allergic reaction</b> (Allergy Asthma Proc. 2003 Jan-Feb; 24(1): 73-5)
Herbal allergens	Eg Henna, • Can cause immediate allergic and <b>anaphylactic (life threatening) reactions</b>

# SCIENCE AND SKINN

## HOW THE STRATUM CORNEUM (SC) CONTROLS SKIN HYDRATION

The SC is composed of tightly packed epidermal cells cemented together in an overlapping manner with intercellular lipids and proteins (natural moisturising factors) that act as a glue - this provides a tight and tortuous path protecting from water loss. If the SC is damaged (as occurs in the act of shaving) water content may fall below 10%. The skin then becomes dry, flaky, irritated and vulnerable to infection.



DAILY MOISTURISER is rich in 3 essential moisturising ingredients that are specifically reduced during shaving. These ingredients are not currently found together in any male product and include humectants, NMF's and lipids

### **MEN HAVE MORE SKIN CANCER RISK THAN WOMEN**

SPF is calculated in a laboratory via the application of 2mg/cm<sup>2</sup> of sunscreen. Scientific research has proven that real world use involves only one quarter of this, which means a product displaying an SPF of 30 actually only delivers an SPF of 3-4 when applied by customers. For this reason SKINN does not display an SPF rating on DAILY MOISTURE as we feel it is vital to educate men the necessity of reapplication and correct use of sunscreen. SPORTS FACTOR 20 is a portable, hands free sunscreen that can be used in conjunction with DAILY MOISTURE. Remember to educate your clients that dermatologists frequently also remove skin cancer from ears, back of hands and the scalp, so regular application in these sites is also necessary.

### **ANTIOXIDANTS: Why men need than more**

Latest research indicates that men are genetically more prone to developing skin cancer. Antioxidants protect skin cell structures by neutralising "free radicals" (harmful unstable molecules produced from sources like the sun and other environmental insults which assist skin cell damage and aging). Our natural antioxidants are depleted following sun exposure.

**Green Tea Extracts:** skin treated with green tea extracts has a reduced number of sunburn cells following UV exposure and reduced DNA damage following UV radiation. *J Am Acad Dermatol.* 2001 Mar;44(3):425-32; *Dermatol Surg.* 2005 Jul;31(7 Pt 2):855-60 (see abstracts attached)

**Grape Seed Oil** • Contains proanthocyanidins, which are potent antioxidant. Synergistic in action with Vitamin E

**VITamin E:** Protects the skin from the early stages of UV damage, anti-inflammatory and Improves wound healing and reduces scar formation

**Double-blinded, placebo-controlled trial of green tea extracts in the clinical and histologic appearance of photoaging skin.** Chiu AE, Chan JL, Kern DG, Kohler S, Rehmus WE, Kimball AB. *Dermatol Surg.* 2005 Jul;31(7 Pt 2):855-60

**BACKGROUND:** Green tea extracts have gained popularity as ingredients in topical skin care preparations to treat aging skin. Green tea polyphenolic compounds have significant antioxidant and anti-inflammatory activities, and studies suggest that these extracts help mediate ultraviolet radiation damage. **OBJECTIVE:** To evaluate the effects of a combination regimen of topical and oral green tea supplementation on the clinical and histologic characteristics of photoaging. **METHODS:** Forty women with moderate photoaging were randomized to either a combination regimen of 10% green tea cream and 300 mg twice-daily green tea oral supplementation or a placebo regimen for 8 weeks. **RESULTS:** No significant differences in clinical grading were found between the green tea-treated and placebo groups, other than higher subjective scores of irritation in the green tea-treated group. Histologic grading of skin biopsies did show significant improvement in the elastic tissue content of treated specimens ( $p < .05$ ). **CONCLUSION:** Participants treated with a combination regimen of topical and oral green tea showed histologic improvement in elastic tissue content. Green tea polyphenols have been postulated to protect human skin from the cutaneous signs of photoaging, but clinically significant changes could not be detected. Longer supplementation may be required for clinically observable improvements.

**Green tea and the skin.** Hsu S. *J Am Acad Dermatol.* 2005 Jun;52(6):1049-59. Plant extracts have been widely used as topical applications for wound-healing, anti-aging, and disease treatments. Examples of these include ginkgo biloba, echinacea, ginseng, grape seed, green tea, lemon, lavender, rosemary, thuja, sarsaparilla, soy, prickly pear, sagebrush, jojoba, aloe vera, allantoin, feverwort, bloodroot, apache plume, and papaya. These plants share a common character: they all produce flavonoid compounds with phenolic structures. These phytochemicals are highly reactive with other compounds, such as reactive oxygen species and biologic macromolecules, to neutralize free radicals or initiate biological effects. A short list of phenolic phytochemicals with promising properties to benefit human health includes a group of polyphenol compounds, called catechins, found in green tea. This article summarizes the findings of studies using green tea polyphenols as chemopreventive, natural healing, and anti-aging agents for human skin, and discusses possible mechanisms of action