

Pevonia's effective solutions and advice
to treat the effects of sun damage

FACT FILE

Q. Sun Damage?

What can Pevonia do?

Pevonia Botanica acknowledges the effects and damage that exposure to sun can cause - pigmentation, premature ageing and even skin cancer. **Pevonia** therefore has formulated treatments and products that offer protection, help with prevention, and treat skin even if it is already damaged.

WHAT ARE THE RISKS TO SUN EXPOSURE?

The damaging effects of sun exposure are evident in the following SUN FACTS:

- Skin cancer cases have doubled over the past 20 years.
- 69,000 people in the UK alone are diagnosed with skin cancer each year.
- Over 2,000 people die from skin cancer each year.
- Skin cancer can affect all ages.
- Doctors believe as much as 4 out of 5 cases of skin cancer could have been prevented had they reduced their exposure to the sun.
- Never burn! Sunburn causes permanent damage. The initial burning will heal but the effects can reappear later in life and present themselves as skin cancer.
- If you have a tan, you have already damaged your skin, it does not give you more protection.
- Malignant melanomas (skin cancer) are caused by short, sharp and excessive exposure that causes sunburn including sunbeds.

Source: www.cancerresearchuk.org/sunsmart

Questions & Answers

Q. HOW CAN PEVONIA HELP ME PROTECT IN THE SUN?

A. We are not able to determine how often you choose to be exposed to the sun, but what we can do is build your knowledge on protecting yourself in the sun. Selecting the correct sun protection and products can help to diffuse pigmentation and the signs of ageing.

Q. WHAT IS AN SPF?

A. SPF stands for Sun Protection Factor. This offers the level of protection from the sun e.g. using an SPF15 will protect you from burning 15 times longer than unprotected skin. Therefore if you normally burn within 5 minutes, an SPF15 will give you 75 minutes protection from one application and should be re-applied after 75 minutes. Use the following calculation to indicate when you will need to re-apply your sun cream:

Time it takes for you to burn x SPF ie: 15 = minutes of protection.

You should aim to re-apply every 2-3 hours.

Please note that very high SPF's such as SPF40/60 should be avoided as the benefits are minimal and the likelihood is that they are layered chemicals and will cause an allergic reaction.

Pevonia has created chemical-free sunscreens incorporating Micronized Titanium Dioxide and Octyl Salicylate. These naturally-sourced sunscreens will both reflect and absorb UV rays.

Pevonia is granted SPF determination according to US FDA standards.

Questions & Answers

Q. WHAT IS THE DIFFERENCE BETWEEN UVA, UVB AND UVC?

A. UVAgeing rays are responsible for the formation of free radicals and photo-allergic reactions.

UVBurning rays penetrate deep into the skin cells of the epidermis and are the main cause of sunburn and the development of skin cancer.

UVCancer rays are completely absorbed by the stratosphere and atmosphere and never reach the earth's surface. With the damage to our ozone layer however, this barrier may break down allowing this cancer causing UVC ray to reach the earth's surface.

Q. WHAT PRODUCTS SHOULD I APPLY AS MY AFTER-SUN?

A. After any sun exposure you need to encourage the skin to cool and hydrate. This is achieved with **Phyto-Aromatic Mist**; a hydrating mist, to refresh, cool, heal and nourish the skin. This can work well as a face spritz whilst travelling or in drying environments to maintain moisture levels. Also use **After-Sun Soothing Gel** to safe-guard moisture and elasticity, while desensitising.

Q. IS THERE A CORRECT WAY TO APPLY SUNSCREEN?

A. Pevonia's Hydrating Sunscreen should be applied

- Initially straight after your shower in the morning
- At least ½ an hour before stepping outside
- Must be re-applied around every 2/3 hours

When swimming, sun cream must be applied again immediately after you have dried yourself. Remember you can still burn even on a cloudy day! Intense sun exposure is between the hours of 11.00am and 2.00pm

Products

Hydrating Sun Screen SPF30

- A multi-function sunscreen for all skin types
- Apply evenly to face and body
- Reapply during prolonged periods of sun exposure or swimming
- Full protection from UVA, UVB, infra-red rays
- Prevents sunburn
- Richly hydrating and soothing



Self-Tanning Emulsion

- A dual-action emulsion: self-tanning and hydrating
- Naturally coloured for even application
- Light textured, provides safe tan without the sun
- Leaves no streaks, even coverage
- For best results, apply ½ hour before bed time



After-Sun Soothing Gel

- Offers deeply moisturising, soothing and cooling effects after sun exposure
- Contains a potent compound to achieve vital functions following sun exposure:
 - decrease in skin temperature
 - decrease in discomfort from burned skin
 - effective combat against UV ray aggression
- Safeguards skin moisture and elasticity
- Apply evenly covering the entire face and body



Phyto-Aromatic Mist

- A soothing, hydrating and healing mist that cools, refreshes and restores skin's balance
- Recommended for all skin types
- Can also be used to seal make-up or to refresh the skin any time of the day



SAFE SUN

It is unrealistic to avoid the sun altogether therefore we prefer to encourage you to practice SAFE SUN...

- S** don visit for a Luminous "C" and "Sea" Facial to boost Vitamin C pre-holiday.
- A** sk your Pevonia Skincare Specialist about our Pevonia Sun Care line to protect you from the sun's harmful rays.
- F** lip-flops are 'a must' but don't forget your hat and sunglasses!
- E** ight glasses of filtered room-temperature water to prevent dehydration internally and externally.
- S** un cream is best applied before you leave for the beach, apply all over after your shower.
- U** mbrellas are fantastic shelter in-between exposure so you can still enjoy the heat!
- N** ourish the skin with plenty of After-Sun Soothing Gel.

Ask your Pevonia Skincare Specialist for details on the following beneficial treatments:

- Luminous "C" & "Sea" Facial
- Anti-Free Radicals Facial
- Water Lily After-Sun Soothing Wrap
- Oxy-Vital Mask
- Plantomer Mask
- Self-Tan

Treatment Course: Pevonia recommends a course of 6 treatments for long-lasting results, with a maintenance plan of 1 treatment per month.

WHAT INGREDIENTS SHOULD I AVOID IN MY PRODUCTS?

INGREDIENT	USED FOR	REASON TO AVOID
ALCOHOL (Specially denatured ethyl alcohol)	Astringent • Antiseptic Solubilises fats	Drying and irritating Dehydrates moisture and sebum from skin
ARTIFICIAL FRAGRANCES (Can refer to as many as 15)	Disguising odours 'Signaturing' products	Causes allergies Photosensitizing
HYDROQUINONE (Chemical plant derived)	Bleaching and de-pigmenting agent	Carcinogen Type III (animals) • Toxic Banned in Europe
MINERAL OIL (Petroleum by-product)	Emollient properties • Gives 'slip and slide' • adheres to skin surface	Leaves a greasy after-feel • Sits on skin's surface May be Comedogenic • No real skin benefit
P.A.B.A. (Para-amino benzoic acid / from Vit. B)	A sun-screening agent Anaesthetic properties on the skin	Causes allergic eczema in sensitive skin Prickly Heat
UROCANIC ACID (Derived from animal or vegetable oils)	Increases ease of 'spreadability' Often used in sun care preparations	Skin irritations Possible carcinogen on contact with the sun

CLIENT RECOMMENDATION?

Ask your Pevonia Specialist or contact Pevonia UK

MORNING		EVENING	
Cleanse	Cleanse
Lotion	Lotion
Concentrate	Concentrate
Care Cream	Care Cream
UV Protection	UV Protection
ONCE OR TWICE A WEEK			
Exfoliate	Exfoliate
Mask	Mask

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