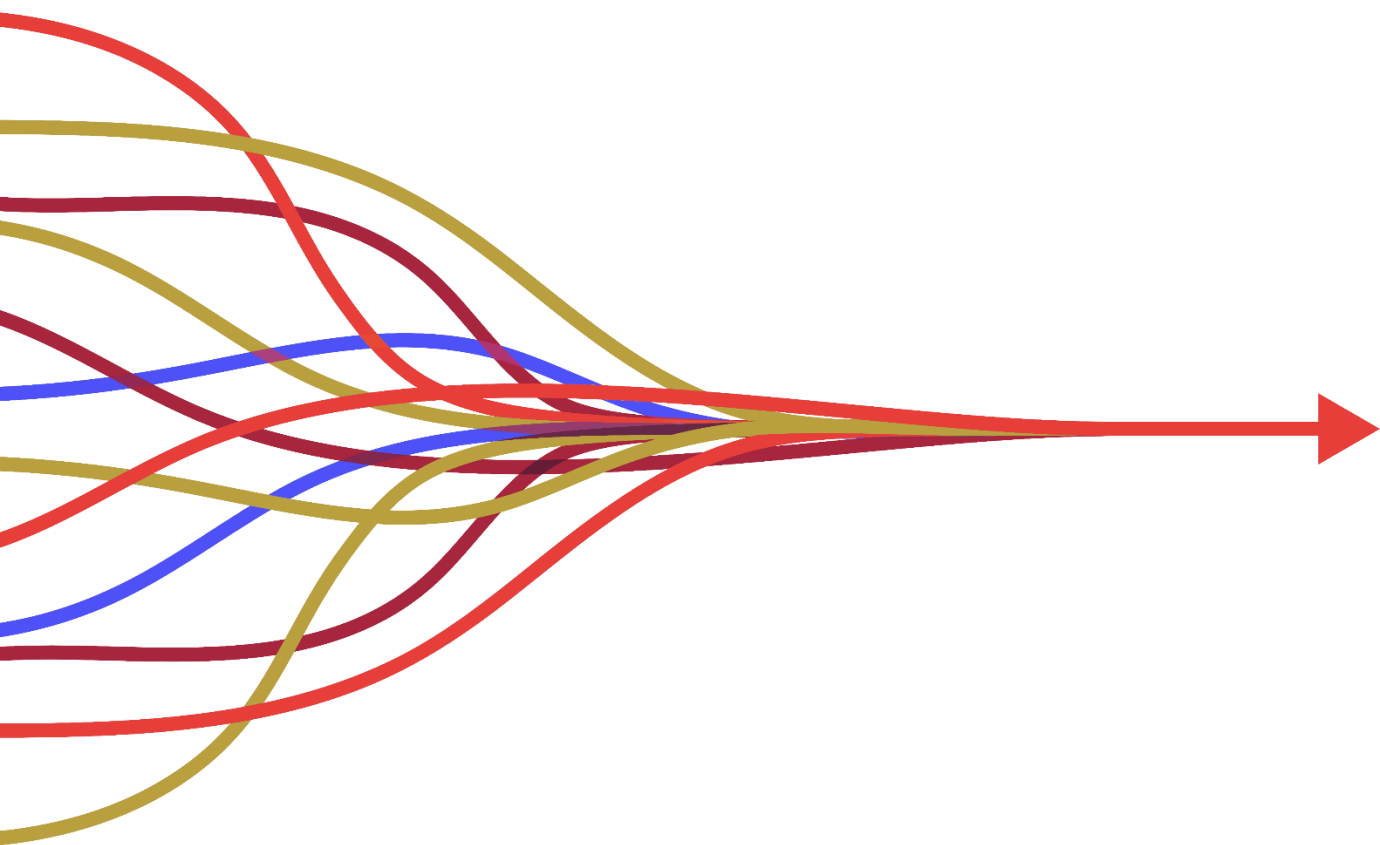


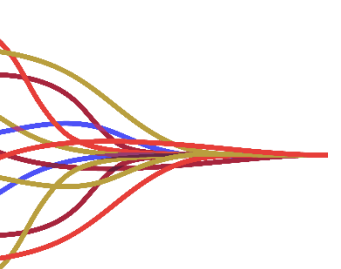


**Sotto il sole sorridi e  
fotoprotteggiti con stile!!**



# SuNCLuSiViTy

Milano, 22-23 Novembre

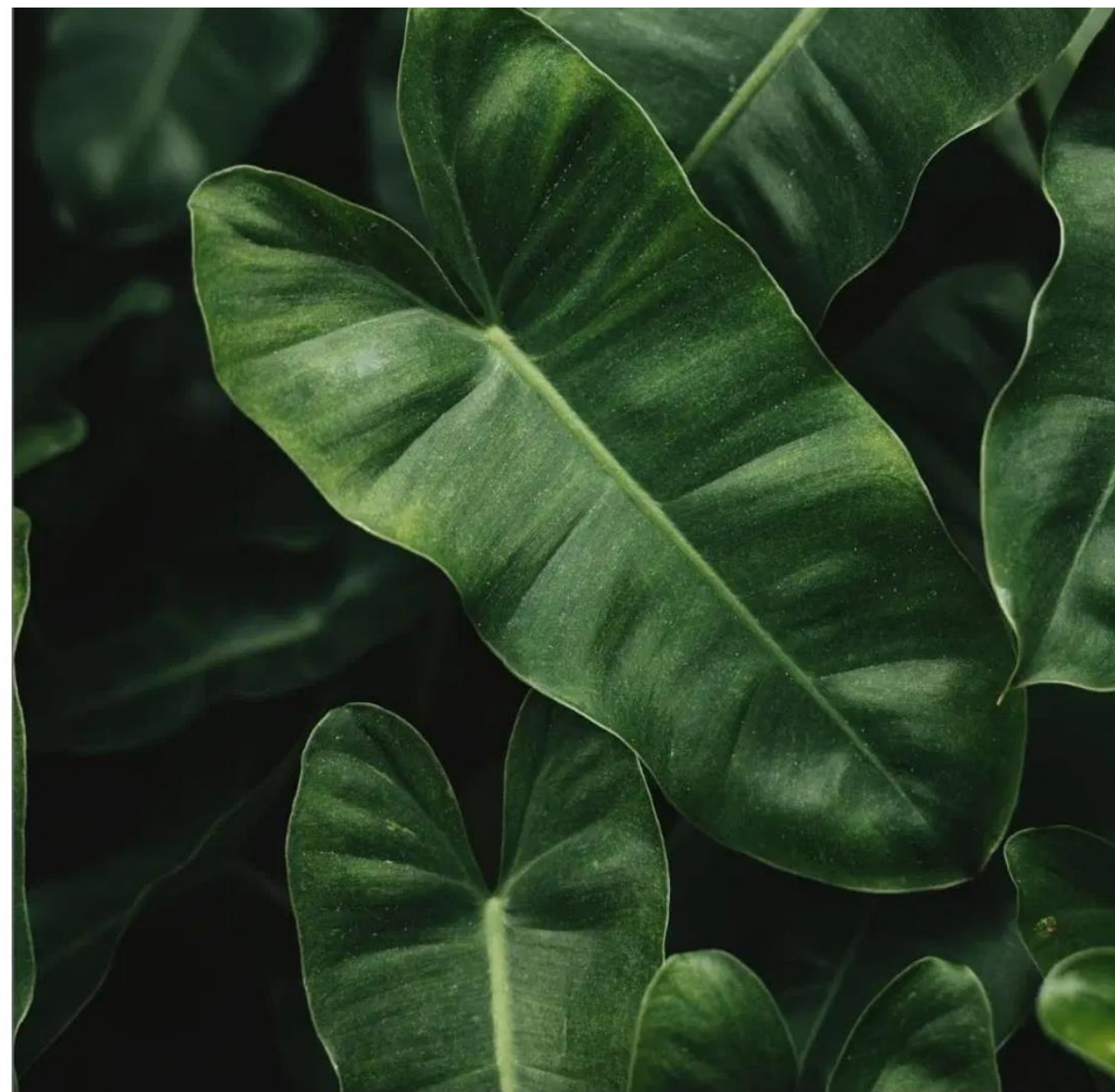


BLACK GIRL  
SUNSCREEN

## Black People Need Sunscreen, Too.

Daily sunscreen use helps with various aspects of your skin health and appearance while assisting with preventative measures. Black Girl Sunscreen was created to protect your meaning complexion without the white cast.

EXPLORE MORE



Black don't crack...or does it?

SPF 101



Skin is skin. Black people can still get sunburned and suffer from sun damage, fine lines, and premature aging.



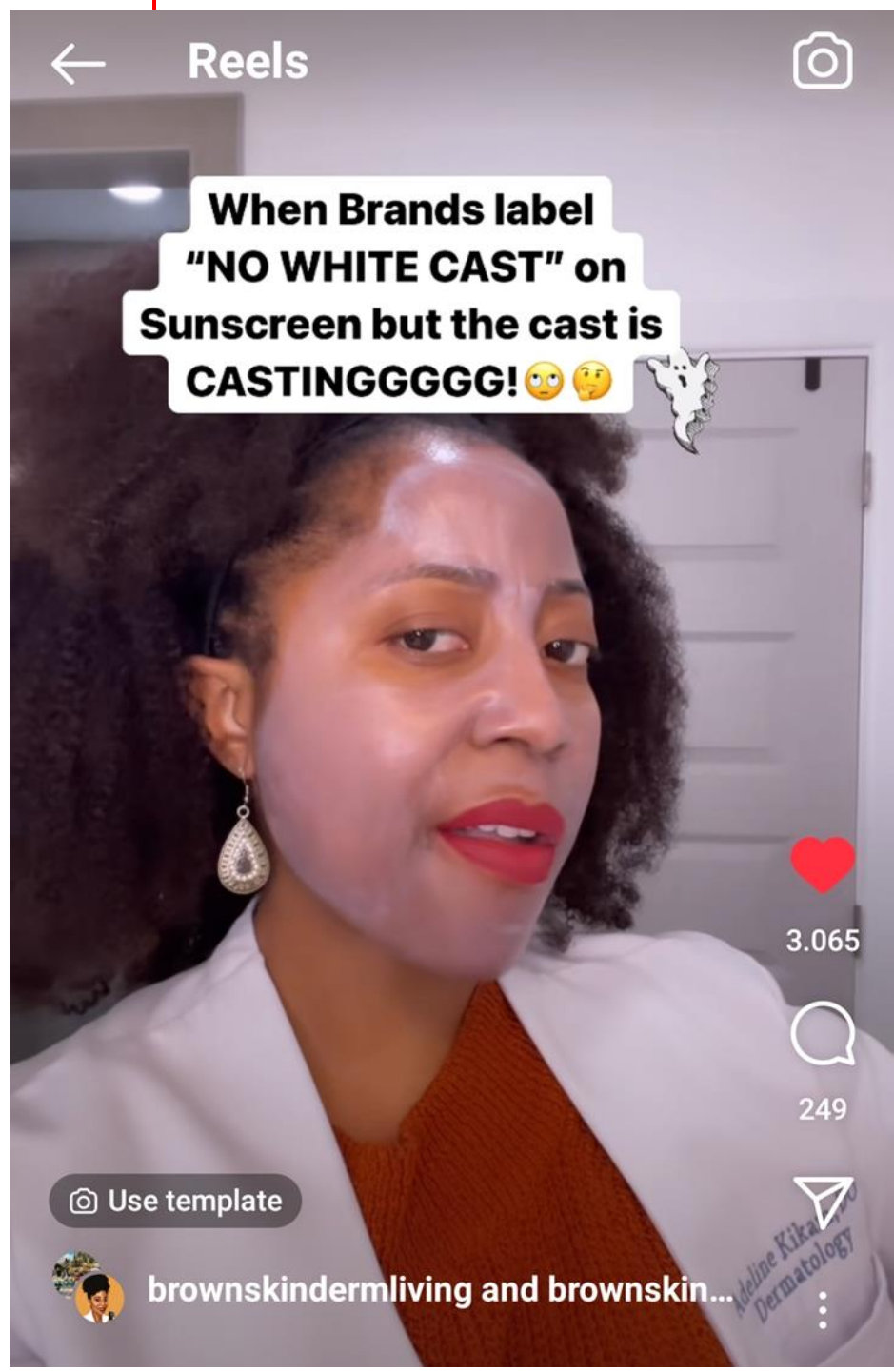
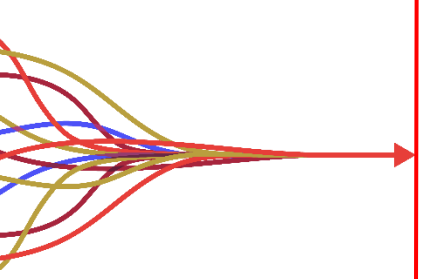
Melanin only protects against a % of UV rays. Black people are susceptible to melanoma, and hyperpigmentation.



The most effective sunscreens have a SPF of 30. It is important to add sun protection to your daily skincare routine.



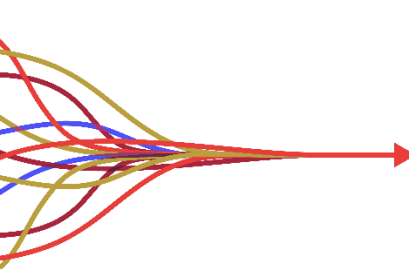




**Black Girl Sunscreen** è stato progettato per avviare la conversazione sulla protezione solare e l'educazione.







BACK TO SCHOOL READY? DON'T FORGET THE SUNSCREEN! SHOP ALL

# The #1 SPF for FALL

Our bestselling sunscreen (with 16k+ five-star reviews!) is the key to your best skin all year long.

SHOP UNSEEN



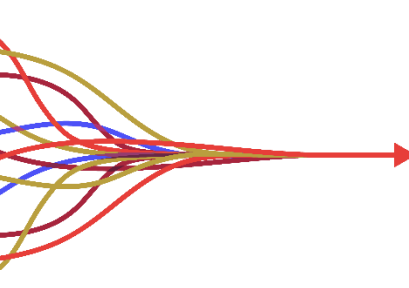
Winner of 24 beauty awards



THE SUN STILL SHINES IN THE FALL • THE SUN STILL SHINES IN THE FALL • THE SUN STILL SHINES IN THE FALL • THE SUN STILL SHINES IN THE FALL • THE SUN STILL SHINES IN THE FALL

<https://supergoop.com/products/unseen-sunscreen>





Meet our #1 bestseller, UNSEEN SUNSCREEN!

Invisible, weightless daily SPF

NEW! UNSEEN SUNSCREEN BODY SPF 40  
Silky, moisturizing gel formula

Makeup-gripping primer

Specially formulated for your body's unique skin

**THE ICONIC 100% INVISIBLE SPF**  
NOW FROM HEAD TO TOE

SPF 40

Small Text: Broad Spectrum Sunscreen SPF 40 PA++  
Water & Sweat Resistant (40 min.)  
1.7 fl. oz. / 50 ml

NOW IN FOUR FLEXIBLE SHADES

NEW! Dawn  
Pink pearl glow

Sunrise  
Champagne glow

Golden Hour  
Bronze glow

NEW! Sunset  
Deep bronze glow

GLOW PRIMER + SPF

**GLOWSCREEN SPF 40**

Formulated with hyaluronic acid & niacinamide for a radiant, glowy finish

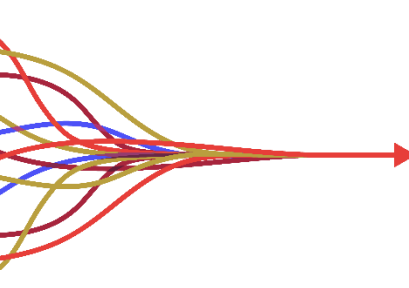


Supergoop!®

**BEST IN GLOW**

NEW & ONLY AT SEPHORA





## FOR EVERYONE UNDER THE SUN

# CAY SKIN WAS CREATED TO GIVE EVERYONE UNDER THE SUN THE CONFIDENCE TO SHOW MORE SKIN –EVERYDAY, EVERYWHERE.



### Effective, Good for you formulas

Our lightweight, breathable products are made with a custom blend of gentle, island-based ingredients + high-performance skincare actives. Silicone-free. Non-comedogenic. Dermatologist tested. Reef-safe.



### Inclusivity and Acceptance

Winnie has changed the face of fashion and beauty, and created this brand for Everyone Under the Sun - every skin tone, freckle, body type and beauty mark. So that you can embrace your uniqueness and love your skin.



### Sexy Serious

Serious sun care doesn't have to be clinical - it can be sexy, too. Growing up with vitiligo, Winnie has always been serious about protecting her skin and didn't want to sacrifice looking or feeling good when she wears SPF.



### Purpose Driven

If you're not doing good, why bother? We are Certified CarbonNeutral®. Our formulas are reef-safe. Our packaging is made from recycled materials. We have also partnered with A Place Called Home to empower the youth in our community.



# SuNTeLLeCTuaL

Milano, 22-23 Novembre



# TaRGeTeD DoSe



PH.HUBBY  
BB TONE UP SUN SPF 50+ PA++++  
(BEIGE/PINK)

<p>371cm<sup>2</sup></p>	<p><b>여성 기준 적정량</b></p> <p>대한민국 여성 평균 얼굴면적    자외선 차단실험 표준면적    자외선 차단실험 표준량</p> <p><b>371cm<sup>2</sup> ÷ 35cm<sup>2</sup> × 70mg</b></p> <p><b>= 742mg (약 0.7g)</b></p>	
<p>419cm<sup>2</sup></p>	<p><b>남성 기준 적정량</b></p> <p>대한민국 남성 평균 얼굴면적    자외선 차단실험 표준면적    자외선 차단실험 표준량</p> <p><b>419cm<sup>2</sup> ÷ 35cm<sup>2</sup> × 70mg</b></p> <p><b>= 838mg (약 0.8g)</b></p>	
<p>피에이치하비 비비 톤업 선  <b>1g</b></p>		

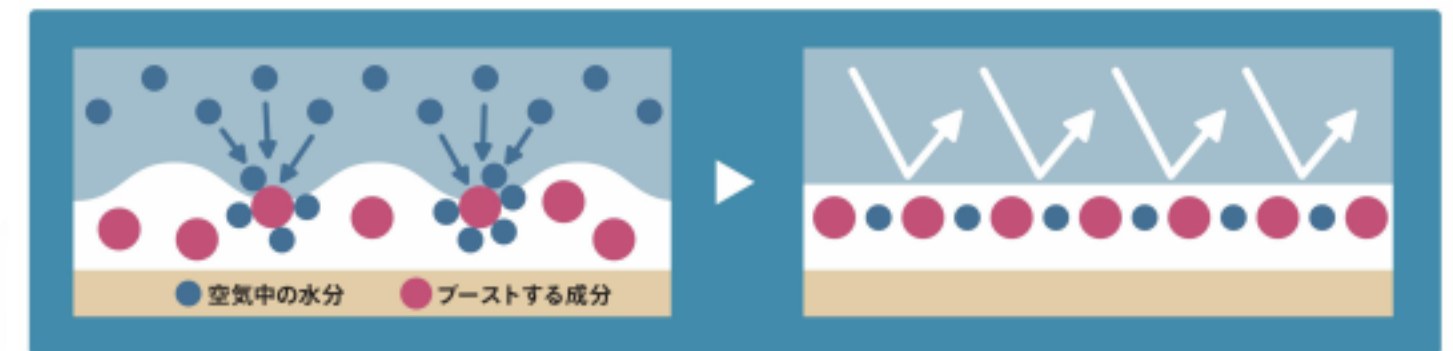


# BooSTiNG SPF



## "Auto Booster Technology"

Reagisce automaticamente al sudore, all'acqua, al calore e all'umidità nell'aria. Anche senza contatto diretto con l'acqua, il film bloccante UV diventa più uniforme e più forte.



湿度ブースター成分が、空気中の湿度を UVブロック膜に取り込む

集めた水分によってアクアブースターが起動 膜を均一化

※空気中の水分に反応したイメージ図

ANESSA (SHISEIDO)

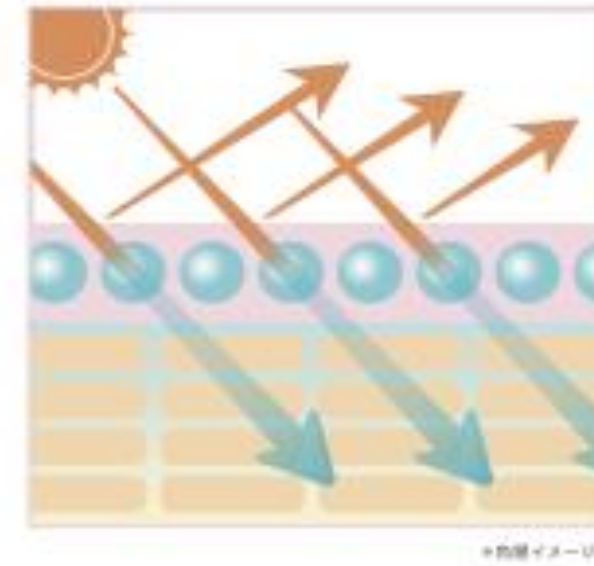
ANESSA PERFECT UV SKINCARE MILK N / GEL N /  
SPRAY N



# eMBRaCiNG LiGHT



**SHISEIDO**  
**URBAN TRIPLE BEAUTY SUN CARE EMULSION**  
**SPF50+/PA++++**



- 1 Blocca i raggi UV per proteggere la pelle.
- 2 Converte la luce solare in luce con effetti di bellezza e la porta nella pelle per prevenire la formazione di fattori di invecchiamento. Fornire idratazione e compattezza alla pelle.

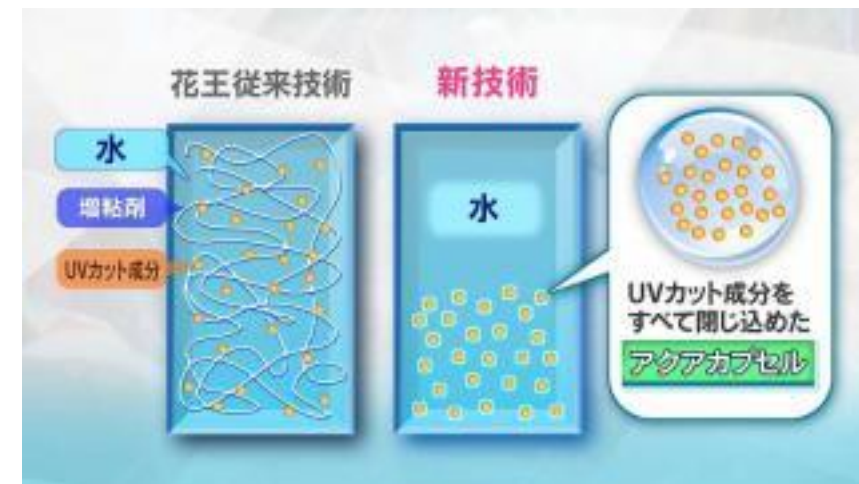
# CHaNGiNG TeXTuRe



**BIORE UV (KAO)**

**AQUA RICH AQUA PROTECT LOTION  
SPF50+ · PA++++**

## Tecnologia di ritenzione degli ingredienti UV Kao



KAO è stato in grado di disperdere gli ingredienti tagliati UV in una formulazione simile all'acqua (bassa viscosità) utilizzando il minor numero possibile di agenti addensanti. Di conseguenza, quando si applica il prodotto per la prima volta, sembra che l'acqua stia toccando la pelle, ma quando la si diffonde sulla pelle, la capsula aqua (gel di agar) si disintegra e aderisce alla pelle.



# MULTIBENEFITS



**COOLA  
DEW GOOD ILLUMINATING SERUM  
SUNSCREEN**



**INVISIBLE UV FLAWLESS  
PORELESS PRIMER  
CHARLOTTE TILBURY**



**GLOW RECIPE  
WATERMELON GLOW  
SUNSCREEN SPF 50**

# MULTiBeNeFiTS



**IOPE (AMORE PACIFIC)  
UV SHIELD BOOSTER SUN SPF50+ PA+++**



**ONLYSKIN  
CLEANSE UV SPF 120**



**ALBION  
SUPER UV CUT INTENSE CONCENTRATE  
DAY CREAM SPF50+/PA++++**



# MULTIBENEFITS



**MAKE P:REM  
CICAPRO SOOTHING SUN  
ESSENCE**



**IPSA  
PROTECTOR MULTI SHIELD  
SPF50+/PA++++**

**TRANSPARENT ZINC OXIDE:**  
protects skin from the effects of UVA, UVB, and blue light

**HYDRATING COMPLEX:**  
combination of 3 powerful humectants, including Hyaluronic Acid, to replenish internal hydration

**TRANEXAMIC ACID:**  
reduces & prevents the appearance of dark spots

**DR. DENNIS GROSS  
ALL-PHYSICAL ULTIMATE DEFENSE  
BROAD SPECTRUM SUNSCREEN SPF 50**

# FUN IN THE SUN



**NATURE REPUBLIC  
FRESH POWDERY SUN STICK**



**COOLA  
CLASSIC FACE MIST**



**SUPERGOOP!  
EVERY. SINGLE. FACE. WATER LOTION**



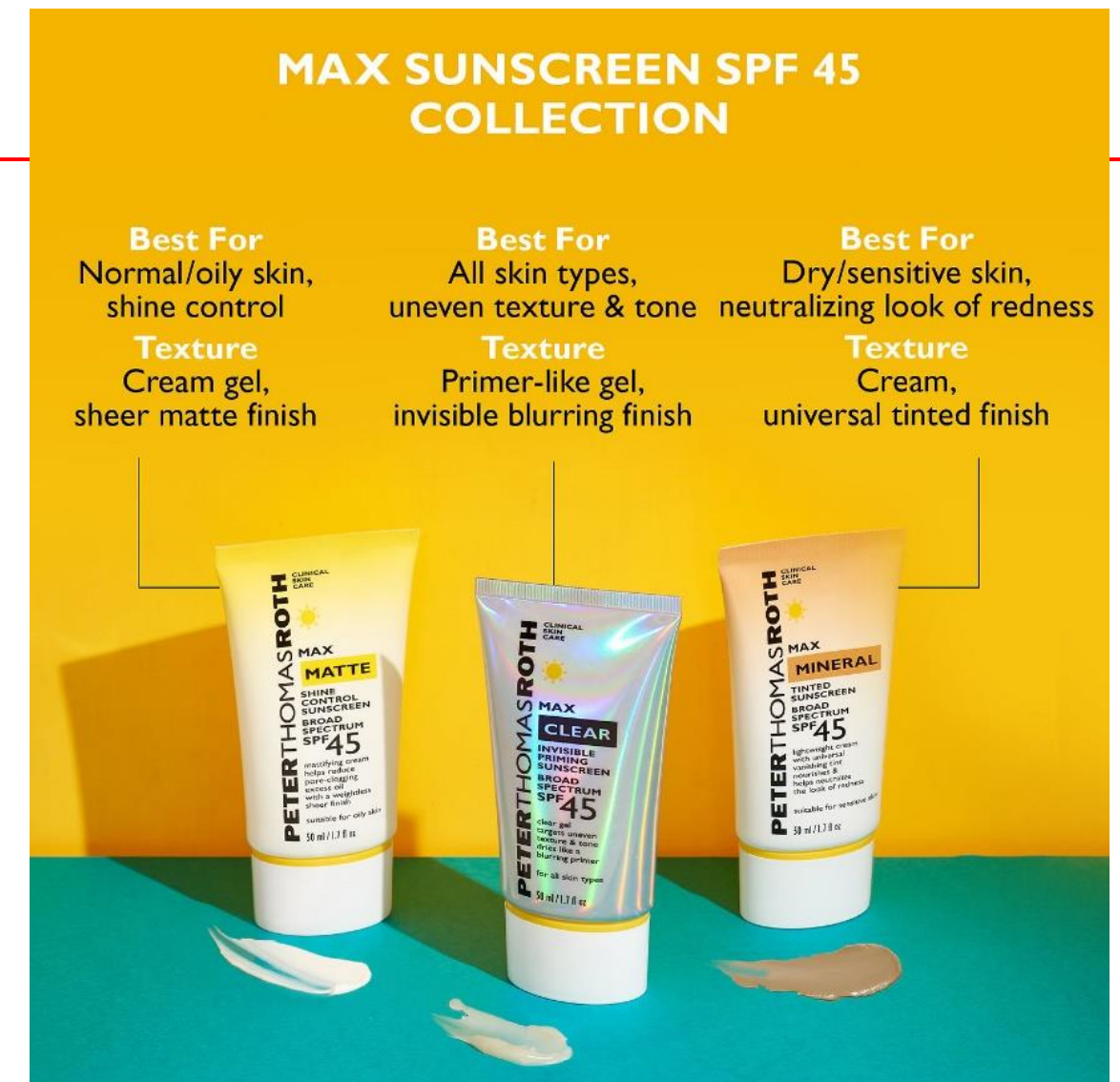
**KOPARI  
SUN SHIELD BODY GLOW SPF  
50**



# DiVeRSiTy



**BELIF**



**PETER THOMAS ROTH  
MAX CLEAR INVISIBLE  
PRIMING SUNSCREEN**

**SOFINA IP (KAO)  
SKINCARE PROTECTOR  
01 FOR DRY SKIN  
SPF50+/PA++++/ 02 FOR  
OILY SKIN  
SPF50+/PA+++**



# eXPaNDiNG



**EADeM  
DEW DREAM CLEANSING  
BALM**



**MEDICUBE  
SUPER CICA DEEP CLEANSING BALM**





# SuNSTaiNaBiLiTy

Milano, 22-23 Novembre

## P4O

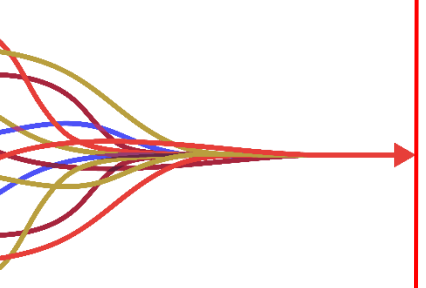
Reef sicuro e rispettoso dell'oceano.

Co-formulato con biologi marini ed esperti nella conservazione della barriera corallina.

Conforme al divieto di protezione solare delle Hawaii.







# Designed to be environmentally friendly

## Water environment risk assessment

Designed taking into consideration product usage leading to leaks in daily life and into the environment during leisure time, eliminating concerns for impact on the water ecosystem

The water environmental impact is evaluated based on water environment risk assessment frameworks with reference to publicly available guidance documents.



**BEACH FRIENDLY**





## DID YOU KNOW

Regular sunscreens contain harmful chemicals for the coral reef and marine life

*this Summer*

Commit to using reef-safe sunscreen



## WHY SHOULD WE USE REEF-SAFE SUNSCREEN?

Sunscreen is widely used when swimming, diving and snorkelling.

Yet, studies have shown some **chemical compounds in sunscreen** - including **Oxybenzone and Octinoxate** - may harm coral reefs, even in very small doses

When wearing sunscreen while in the water, it can wash off and enter the water which could harm coral reefs



These chemicals have been shown to cause:  
bleaching, harm coral DNA, interfere with coral reproduction in lab-based studies



YOU CAN PREVENT HARMFUL CHEMICALS ENTERING THE OCEAN BY USING REEF-SAFE SUNSCREEN (which do not contain chemicals proven to harm coral reefs) AND COVERING UP IN THE SUN



[www.greenfins.net](http://www.greenfins.net)







VUOI LA  
PRESENTAZIONE?

