

Sunright®

BodyBlock SPF 15 and SPF 30

Lip Balm SPF 15



Sunright® BodyBlock SPF 15 and SPF 30 Positioning Statement

Sunright® BodyBlock SPF 15 and 30 protect against UVA/UVB radiation while helping improve the skin's appearance.

Concept

Broad spectrum protection. Formulated with Parsol® 1789, Sunright® BodyBlock products provide protection against UVA/UVB radiation while helping improve the skin's appearance. Also contains SeaLastin®, an ingredient harvested from seaweed to keep skin looking and feeling youthful by protecting collagen and elastin.

Target Audience

Families or individuals of all ages and skin types, except infants under six months.

Product Claims

- Supplements the skin's collagen and elastin support structures, helping maintain tone and elasticity of the skin.
- Provides 15 (or 30) times your natural protection against sunburn.
- Broad spectrum protection screens skin aging effects of UVA/UVB rays.
- Water-resistant formula allows 80 minutes of uninterrupted water play without having to reapply.
- Light formula rubs in quickly and easily.
- Virtually nongreasy and colorless on the skin—no white residue.
- Safety-allergy-dermatologist tested.

Key Ingredients

- **Parsol® 1789**—filters UVA/UVB rays which penetrate deep into the skin causing premature wrinkling and skin aging.
- **Exclusive SeaLastin®**—derived from seaweed helps protect the skin's support structures.

- **Vitamin C (tetrahexyldecyl ascorbate) and vitamin E (tocopheryl acetate)**—antioxidants scavenge cell damaging free radicals.
- **Licorice extract (stearyl glycyrrhetinate)**—soothes skin after overexposure to wind, sun, and water.

Usage/Application

Apply evenly 30 minutes before sun or water exposure. Reapply after 80 minutes of swimming or excessive perspiring, or anytime after towel-drying.

FYI

The two-finger rule is a great way to make sure you apply the correct amount of sunscreen. Squeeze sunscreen the length of both your middle and index finger—"two fingers" of sunscreen. A full two-finger amount should be applied to each of the following areas: head, neck, face, left arm, right arm, upper back, lower back, upper front torso, lower front torso, right and left upper leg and thigh, right and left lower leg. For best coverage, apply 15 to 30 minutes prior to sun exposure and 15 minutes after being in the sun. This ensures that you are properly covered.

Complementary Products

- **Moisture Restore™ Day Protective Lotion SPF 15**—with colorless carotenoids, shields against aging UVA and UVB damage.
- **Perennial® Intense Body Moisturizer**—is a therapeutic body moisturizer that promotes "cellular durability," helping to reinforce the skin's natural defense mechanisms and protect against external aggressors.
- **Enhancer Skin Conditioning Gel**—soothes and nurtures the skin with conditioning panthenol and soothing aloe vera.
- **Nu Colour® Skin Beneficial™ Tinted Moisturizer SPF 15**—provides SPF 15 for vital UVA/UVB protection while enhancing one's natural skin tone with sheer color.

Sunright® BodyBlock SPF 15 and SPF 30 / Lip Balm SPF 15

Frequently Asked Questions

Can children use this product?

Adults and children six months and over can use Sunright® BodyBlock products. Parents should consult a doctor for children under six months.

Are Sunright® BodyBlock SPF 15 and 30 waterproof?

They are water-resistant and allow 80 minutes of uninterrupted water play without having to reapply.

What is the proper application of sunscreen?

Initially apply your sunscreen to dry skin approximately 30 minutes before going outside. If you are going to be under the sun for long amounts of time you need to reapply your sunscreen every 80 minutes.

What does SPF stand for?

SPF stands for sun protection factor. SPF is a factor of how long you can remain unprotected in the sun without burning. For example, if you begin to burn after 10 minutes in the sun then applying a sunscreen with an SPF of 15 will allow you to remain in the sun for 150 minutes before beginning to burn.

2

Ingredients

SUNRIGHT® BODYBLOCK 15

Active Ingredients: Octyl Octinoxate 7.5%, Oxybenzone 3.0%, Benzophenone-3, Octisalate 3.0%, Avobenzone (Parsol® 1789) 3.0%.

Ingredients: Water (Aqua), Octyldodecyl Neopentanoate, Butylene Glycol, Tricontanyl PVP, Aluminum Starch Octenylsuccinate, Glycerin, Chlorella Vulgaris Extract (SeaLastin), Tocopheryl Acetate, Tetrahexyldecyl Ascorbate, Stearyl Glycyrhethinate, PEG-20 Almond Glycerides, Hydrogenated Castor Oil, Boron Nitride, Xanthan Gum, Silica Dimethyl Silylate, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Cetyl Alcohol, Stearic Acid, Fragrance, Tetrasodium EDTA, Aminomethyl Propanol, Carbomer, Benzyl Alcohol, Chlorphenesin, Ethylparaben, Propylparaben, Methylparaben, Phenoxyethanol.

SUNRIGHT® BODYBLOCK 30

Active Ingredients: Octyl Octinoxate 7.5%, Oxybenzone 5.0%, Octisalate 5.0%, Avobenzone (Parsol® 1789) 3.0%.

Ingredients: Water, Octyldodecyl Neopentanoate, Butylene Glycol, Tricontanyl PVP, Aluminum Starch Octenylsuccinate, Glycerin, SeaLastin (Chlorella Vulgaris Extract), Tocopheryl Acetate, Tetrahexyldecyl Ascorbate, Stearyl Glycyrhethinate, PEG-20 Almond Glycerides, Hydrogenated Castor Oil, Boron Nitride, Xanthan Gum, Silica Dimethyl Silylate, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Cetyl Alcohol, Stearic Acid, Fragrance, Tetrasodium EDTA,

Aminomethyl Propanol, Carbomer, Benzyl Alcohol, Chlorphenesin, Ethylparaben, Propylparaben, Methylparaben, Phenoxyethanol.

Sunright® Lip Balm SPF 15 Positioning Statement

Sunright® Lip Balm 15 protects your lips and supplements their support structure.

Concept

Shield the delicate skin on your lips from harmful rays and environmental damage. Sunright® Lip Balm 15 protects your lips with SeaLastin™, a Nu Skin exclusive ingredient derived from seaweed that supplements your skin's collagen and elastin support structure. Sunright® Lip Balm 15 also contains rich emollients to keep your lips feeling moisturized, soft, and smooth.

Product Claims

- Provides SPF 15 protection to the delicate skin on your lips.
- Long-lasting formula glides on, protecting and moisturizing.
- Supplements collagen and elastin for supple lips.
- Leaves lips looking and feeling smooth.
- Safety-allergy-dermatologist tested.

Key Ingredients

- **SeaLastin®**—derived from seaweed supplements the skin's support structures.
- **Sunflower oil**—a rich emollient for skin softening and moisturization.
- **Vitamin E (tocopherol and tocopheryl acetate)**—delivers antioxidant relief against the harsh effects of the sun, wind, and cold.

Frequently Asked Questions

Is lip tissue different than our skin tissue?

Yes. The structure of the skin on our lips is actually different than other skin. Lips do not have the same protective outer layer, or stratum corneum. Nor do lips have the same amount of oil and sweat glands to add moisture to skin. As a result, moisture quickly evaporates from the lips causing them to dry out easily.

Ingredients

Active Ingredients: Octinoxate 7.5%, Oxybenzone 2.5%.

Other Ingredients: Ricinus Communis (Castor) Seed Oil, Helianthus Annuus (Sunflower) Seed Oil, Candelilla Wax, Beeswax, Caprylic/Capric Triglyceride, Ozokerite, Octyldodecyl Neopenatanoate, Chlorella Vulgaris Extract,* Flavor, Glycine Soya (Soybean) Oil, Tocopherol, Tocopheryl Acetate, Zea Mays (Corn) Starch, Silica, Water (Aqua), Propylparaben.

*SeaLastin®

