

PRESS RELEASE

THE INNOVATIVE ART OF SKIN HEALTH

Our refreshingly innovative approach to enhancing skin health allows us to create new products that support multi-functional benefits while delivering rapid results.

U.V. protect
colour SPF50+
PRO DEFENCE³

THE INNOVATIVE ART OF SKIN HEALTH

pHformula is an international dermatological skincare company that uses pharma-grade ingredients - the highest and purest quality raw materials - in its product formulations and in its approach to chemical skin resurfacing.

We practice the art of controlled chemical skin resurfacing at a pharma cosmeceutical level. Our non-invasive, customised skin resurfacing treatments are the result of more than three decades' of scientific, medical and skin health experience.

Targeted at the specific needs of our four identified skin disorders ranging from ageing, hyperpigmentation, skin redness to acne-prone skin, key ingredients are applied to the skin combined with acids and our unique delivery vehicle complex, PH-DVC™. All the elements together, deliver protons to the different layers of the skin in a controlled manner. This release of protons result in accelerated cell turnover and optimum skin regeneration with no downtime.

U.V. protect colour SPF50+ PRO DEFENCE³

A ground-breaking innovation and the most relevant step after skin resurfacing treatments and homecare regime routines. U.V. protect colour SPF50+ PRO DEFENCE³ goes beyond the concept of photoprotection. The product offers triple protection against UVR, BL, IR; triple DNA revert activity being antioxidant and fighting against immediate cyclobutane pyrimidine dimers (iCPDs) and delayed CPDs (dCPDs) and with a triple defence promoting redness reduction, including a microbiome-friendly active ingredient and with an additional antipollution activity. U.V. protect colour SPF50+ PRO DEFENCE³ has a fluid texture and a coloured shield. BL-Protect has a skin soothing action targeting *inflammageing* and it offers protection against blue-light-induced ROS. IR-Protect fights IR-induced damage by reducing inflammatory conditions, improving hydration, and maintaining dermal architecture to limit wrinkle formation. Geno-revert offers triple antioxidant activity, and it protects keratinocytes against an increase in intracellular ROS during exposure to Blue Light (BL) and urban dust (antipollution) as well as enhance DNA repair processes. Skin-Antiox complex offers antioxidant properties by scavenging peroxy radicals and reducing redness.

U.V. protect colour SPF50+ PRO DEFENCE³ AT A GLANCE

- Coloured photo-shield fluid that goes beyond the concept of photoprotection offering triple protection against UVR, BL, and IR.
- Offers triple DNA revert activity as an antioxidant and fighting against immediate (iCPDs) and delayed cyclobutane pyrimidine dimers (dCPDs).
- Five-fold antioxidant protection (UV-Protect, BL-Protect, Skin Antiox complex, Geno-Revert, *Oryza sativa* (rice) bran oil).
 - Protects cells against photo damage and free radical attacks.
- Stimulates cell repair processes and enhances collagen synthesis to prevent photoageing (BL-Protect, Skin Antiox complex, Geno-Revert).
- Skin soothing action targeting *inflammageing* (BL-Protect, Skin Antiox complex, Geno-Revert, *Oryza sativa* (rice) bran oil).
- Promotes a reduction in UV-induced redness.
- Protects barrier integrity (BL-Protect, Skin Antiox complex, *Oryza sativa* (rice) bran oil).
 - Enhances hydration (IR-Protect, *Oryza sativa* (rice) bran oil).
 - Reduces trans epidermal water loss (BL-Protect).
- Provides an even-tone complexion and a glowing-looking skin.
- Dermatologically and ophthalmologically tested.





pHformula
DERMATOLOGICAL SKIN RESURFACING

VERY HIGH PROTECTION U.V.B.
SPF 50+
BROAD SPECTRUM

PRO DEFENCE³
with a hint of colour
Photoshield fluid
Dermatologically tested
Ophthalmologically tested

PA++++

UVA HEVL IR-A

**U.V. protect
colour
SPF 50+**

**U.V. protect
colour
SPF 50+**

with UV-protect
complex, SPF boosters,
BL-protect, IR-protect
and Geno-revert

VERY HIGH PROTECTION U.V.B.
SPF 50+
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UVA HEVL IR-A

**U.V. protect
colour SPF 50+**

KEY INGREDIENTS

UV-PROTECT COMPLEX

Consists of UVA and UVB filters.

THE UVA FILTERS

Consists of Butyl Methoxydibenzoylmethane and Bis-Ethylhexyloxyphenol Methoxyphenyl Triazine for daily broad-spectrum protection.

BUTYL METHOXYDIBENZOYLMETHANE

Or avobenzene provides protection against UVA radiation, particularly in combination with other UV filters.

BIS-ETHYLHEXYLOXYPHENOL METHOXYPHENYL TRIAZINE

Is a keystone ingredient that offers protection in both the UVA and UVB ranges of the light spectrum and helps to prevent long term skin damage. It provides photostable, effective, and long-lasting protection against UVA radiation. It can also boost the performance and the stability of other UV filters in the formulation. Its synergic action with other filters can offer photostability for longer-lasting UVA protection. This oil-soluble ingredient offers high performance, is highly absorbent and safe for everyday use. It has excellent sensory properties.

THE UVB FILTERS

Consists of Ethylhexyl Salicylate, Bis-Ethylhexyloxyphenol Methoxyphenyl Triazine, Ethylhexyl Triazone, Phenylbenzimidazole Sulfonic acid, and Diethyl Butamido Triazone for daily broad-spectrum protection.

ETHYLHEXYL SALICYLATE

Is an excellent UVB absorber and an oil-soluble ingredient.

BIS-ETHYLHEXYLOXYPHENOL METHOXYPHENYL TRIAZINE

Is a keystone ingredient that offers protection in both the UVA and UVB ranges of the light spectrum and helps to prevent long term skin damage. It can boost the performance and the stability of other UV filters in the formulation. Its synergic action with other filters can offer higher sun protection factor (SPF) ratings for UVB radiation. This oil-soluble ingredient offers high performance, is

highly absorbent and safe for everyday use. It has excellent sensory properties.

ETHYLHEXYL TRIAZONE

Offers high absorption of UVB-rays. It is photostable and shows excellent compatibility with other organic and inorganic UV filters. It is oil-soluble and has an attractive eco-profile offering high eco-class formulations.

PHENYLBENZIMIDAZOLE SULFONIC ACID

Is a water-soluble sunscreen agent that absorbs UVB rays. It offers a non-greasy, light finish.

DIETHYLHEXYL BUTAMIDO TRIAZONE

Offers excellent UVB protection.

SPF BOOSTER MINERAL

Is a non-nano Titanium Dioxide encapsulated in silica bead that boosts the sun protection factor (SPF) of the formulation. It substantially enhances and increases the SPF given by the sunscreen filters in the formulation. The silica provides a soft and light texture to the touch. The silica coating on the non-nano sized Titanium Dioxide particles provides high transparency. SPF booster mineral is COSMOS approved and ECOCERT certified.

SPF BOOSTER

Is a film forming polymer that boosts the efficacy of UV filters in sunscreen formulation by improving the distribution of the active ingredients over the skin. It boosts SPF and UVA protection factor via improved film formation without a sticky after-feel.

BL-PROTECT

Has a skin soothing action targeting *inflammageing*. BL-Protect offers protection against blue-light as it is able to inhibit the production of ROS created by BL. It has potent antioxidant properties and contributes to the stimulation of collagen synthesis to help reduce the appearance of fine lines and wrinkles. BL-protect helps to reduce skin sallowness (yellowing), redness and blotchiness. Contributes to the improvement of skin barrier function and reduction in trans epidermal water loss. Additionally, slows down melanosome transfer to the keratinocytes to contribute to the reduction in hyperpigmentation.

IR-PROTECT

Fights IR-induced damage by reducing inflammatory conditions, improving hydration, and maintaining dermal architecture to limit wrinkle formation. It has a preventive action on IR-induced stress. In response to an increase in heat, IR-Protect offers proportional detoxifying activity and counteracts ROS production and oxidative stress propagation generated by IR (infrared radiation). It protects mitochondrial integrity during IR-exposure – energy production and mitochondrial water content increase and contribute to hydration improvement.

GENO-REVERT

Is a strong photostable antioxidant that offers triple antioxidant activity as a 1) conventional antioxidant that neutralises ROS once formed, 2) stops ROS from forming and may quench endogenous skin photosensitisers, such as AGEs, 3) selectively chelates detrimental Fe (iron) and Cu (copper) ions, but not skin friendly Zn (zinc) and Ca (calcium) ions. It protects keratinocytes against an increase in intracellular ROS during exposure to Blue Light (BL) and urban dust (antipollution). Geno-Revert prepares the skin to defend against DNA damage both during and after UV-exposure and makes the skin more resilient to sun-induced skin redness. It contributes to the reversal of photo-damaged skin by down-regulating genes associated with the inflammatory response, specifically IL-17A and TGF-beta signalling and upregulating the expression of genes encoding collagens, proteoglycans, ECM, and glycoproteins.

SKIN ANTIOX COMPLEX

Is a stabilised form of vitamin E (Tocopherol) that is enzymatically converted by skin esterases into the active form, α -tocopherol. Through its scavenging activity, Skin Antiox complex protects cell membranes and polyunsaturated lipids from reactive oxygen species (ROS) attack by inducing the activation of various signal transduction pathways and is thus recognised mostly for its role as an antioxidant. Skin Antiox complex has the ability to interfere with lipid peroxidation of cell membranes, acting as a “chain breaker” by scavenging peroxy radicals. Skin Antiox complex may accelerate the skin repair process. It also

modulates the expression of connective tissue growth factor, while enhancing both collagen synthesis and preventing collagen degradation, thus preserving skin barrier integrity. Skin Antiox complex can reduce redness and skin thickness.^[1]

ORYZA SATIVA (RICE) BRAN OIL

Obtained by extraction and subsequent refining of the bran, has a high content of powerful antioxidant substances such as vitamin E, γ -oryzanol, and ferulic acid. Ferulic acid has the capacity to capture free radicals such as anion superoxide. The antioxidant potential of ferulic acid and its esters depends on UV-absorption and formation of stable ferulic acid radicals, therefore, topical application of ferulic acid has a photoprotective effect. γ -Oryzanol is a natural component found in rice bran oil. It's a phytosterol that helps to improve the appearance of the skin, providing a repairing action. *Oryza sativa* (rice) bran oil is used as an emollient and the rice phytosterols provide soothing activity helping to reduce skin redness caused by environmental factors.

^[1] Torres, A., Rego, L., Martins, M.S., Ferreira, M.S., Cruz, M.T., Sousa, E., and Almeida, I.F. (2023). 'How to Promote Skin Repair? In-Depth Look at Pharmaceutical and Cosmetic Strategies', *Pharmaceuticals*, 16 (4): 573. Available at: <https://www.mdpi.com/1424-8247/16/4/573>

DIRECTIONS FOR USE

Apply daily, especially during weeks when undergoing pHformula controlled skin resurfacing treatments. Maintain usage for several weeks following the completion of the treatment course, until the skin has fully recovered, or as recommended by your pHformula skin specialist. Prior to daytime exposure, apply U.V. protect colour SPF50+ PRO DEFENCE³ with a hint of colour and allow it to absorb for 20-30 minutes. To ensure adequate protection, apply an ample amount of product – around 2mg/cm², equivalent to two thin lines of sunscreen directly onto your index and middle finger. Reapply every 2-3 hours, as necessary, for continued protection. Decreasing the frequency of repeated application will substantially lower the level of protection. For optimal protection, reapply regularly, particularly after sweating, swimming, and drying off. Avoid extended sun exposure, even with sunscreen use.



ABOUT pHformula

Represented in more than 45 countries worldwide and based in Barcelona, pHformula is a dermatological skincare company that prides itself in the art of skin health. Using pharma-grade ingredients consisting of the highest and purest quality raw materials in its product formulations, pHformula is innovative in its controlled chemical skin resurfacing approach. Its formulations feature a unique and exclusive delivery vehicle complex - PH-DVC™ - to provide quick penetration, improved bio-availability of the ingredients thereby minimising the possible side effects associated with traditional skin peeling. pHformula not only develops controlled chemical skin resurfacing products of the highest level, but also offers the ART of skin resurfacing - a complete treatment system for the professional (skin therapists, aesthetic nurses and doctors) to achieve optimum results in our four identified skin disorders.



U.V. protect colour SPF 50+

PRO
DEFENCE³
with a hint of colour

- Lightweight **coloured** photo-shield fluid.
- Triple protection against UVR, BL, and IR.
- Triple DNA revert activity.
- Five-fold antioxidant protection.
- Defends against photoageing.
- Promotes UV induced redness reduction.
- Vegan friendly.

www.phformula.com



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