

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.

C.C. cream SPF30

4 colour correcting shades:

LIGHT

LIGHT MEDIUM

MEDIUM

DARK

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.

C.C. cream SPF30

An upgraded lightweight vegan friendly formulation that provides an even-toned skin complexion, helping to reduce the appearance of imperfections while protecting from sun damage with its high broad-spectrum filters. Now with reef friendly filters, C.C. cream SPF30 provides protection from UV rays, oxidative stress, and DNA damage. Vitality boost contains 5 different algae extracts with moisturising, emollient, calming, and energising activities. It helps to restore the natural skin balance and provides skin tonifying, revitalising, and stimulating activities. Soothing shield improves barrier function and hydration and offers an age-reducing signs and antipollution action. It has a triple soothing effect reducing key inflammatory mediators, providing neurogenic stress protection. *Oryza sativa* (rice) bran oil has a powerful antioxidant action, photo-protective and emollient effect that helps to improve the appearance of the skin, providing a repairing action. The rice phytosterols provide soothing activity to reduce skin redness caused by environmental factors. Skin-Antiox complex offers antioxidant properties by scavenging peroxy radicals and reducing redness. Its new formulation is suitable to be applied during pregnancy and lactation.

- LIGHT
COLOUR
CORRECT
- LIGHT
MEDIUM
COLOUR
CORRECT
- MEDIUM
COLOUR
CORRECT
- DARK
COLOUR
CORRECT



C.C. cream SPF30 AT A GLANCE

- Reef-friendly filters protect against UVR and BL-induced damage.
- Moisturising, emollient, calming, and stimulating properties.
- Tonifies, revitalises, energises and helps to restore natural skin balance.
- Improves barrier function, hydration, and reduces signs of ageing and pollution.
- Triple soothing effect and redness reduction.
- Powerful antioxidant action improves skin appearance.
- Lightweight, vegan-friendly, mineral-oil free, and pregnancy safe.





NEW SHADE



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

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 Phenylbenzimidazole Sulfonic acid and Bis-Ethylhexyloxyphenol Methoxyphenyl Triazine for daily broad-spectrum protection.

PHENYLBENZIMIDAZOLE SULFONIC ACID

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

BIS-ETHYLHEXYLOXYPHENOL METHOXYPHENYL TRIAZINE

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.

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.

SKIN ANTIOX COMPLEX

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]

[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>

SOOTHING SHIELD

A bio-inspired extract of *Laminaria ochroleuca*. Also called the golden seaweed, *Laminaria ochroleuca* has internal balance and adaptation abilities, so that it thrives in a stressful marine environment. Soothing shield is an all-in-one active ingredient acting as a daily soothing shield. It offers an immediate to medium term soothing action, improves skin hydration, reduces dehydration wrinkles, and improves the quality of the skin enhancing its smoothness and firmness. It reinforces the cutaneous basal state and protects against various stressors (UV, blue light, and neurogenic stress). It contributes to reduce DNA damages induced by UV and sunburn cells. It also has an antipollution action. COSMOS, ECOCERT, Natrue approved, Halal certified, Vegan suitable, RSPO certified, and China listed.

VITALITY BOOST

A plant extract complex that contains Fucus (*Fucus vesiculosus* extract), Nori (*Porphyra Umbilicalis* extract), Enteromorpha (*Enteromorpha compressa* extract), Wakame (*Undaria pinnatifida* extract), and Lithothamnium (*Lithothamnium calcareum* extract). The algae are rich in polysaccharides (large portions of mucilage content) which are known as hygroscopic substances that create a matrix able to adsorb and retain large amounts of water. These substances remain on the skin surface, coating it with a thin moisturising filmogenic layer that regulates trans epidermal water loss (TEWL), consequently improving skin biomechanical properties. It offers a moisturising, emollient, and calming action. Vitality boost helps to restore the natural skin balance, due to their ion-based elements (chelate forms of oligo-elements, vitamins, and minerals). Algae absorb sea mineral salts, calcium, phosphorus, iodine, and vitamins. These elements provide a natural way to restore skin vitality and to improve skin appearance, offering an energising activity: tonifying, revitalising, and stimulating properties.

DIRECTIONS FOR USE

Prior to daytime exposure, apply C.C. cream SPF30 and allow it to absorb for 20-30 minutes. To ensure adequate protection apply two thin lines of sunscreen directly onto your index and middle finger. For optimal protection, reapply regularly, particularly after sweating, swimming, and drying off. Apply daily, especially during weeks when undergoing pHformula controlled skin resurfacing treatments.



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.



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A lightweight vegan friendly formulation that provides an even-toned skin complexion, helps reduce the appearance of imperfections and protects from sun damage with its high broad-spectrum filters.

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