
CEUTICOZ launches First Time In India Sunscreen with protection against UVB UVA and HEV

UVICOZ LOTION SPF 50+, PA +++, HEV Melanin

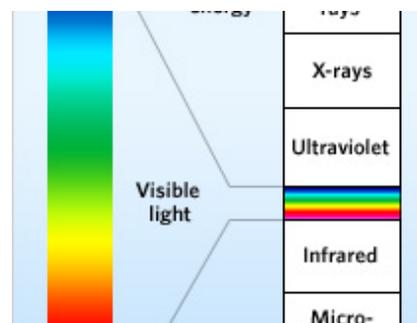
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Introduction

High energy visible (HEV) light is high frequency light in the blue/violet band, with wavelengths from 400 to 500 nm in the visible light spectrum. While the public is highly educated regarding the risks associated with excessive exposure to sunlight and especially ultraviolet light in the UVA and UVB wave-lengths, findings in recent years indicate that we have yet to explore the full spectrum of adverse effects related to sun exposure. One of the more striking scientific discoveries is that skin damage caused by high energy visible light may be as harmful as the damage caused by UVA and UVB light combined.

UVICOZ LOTION - BROAD SPECTRUM PROTECTION



Facts about the Harmful Effects of HEV Light

1. Shown to be responsible for the generation of about 50% of the Reactive Oxygen Species (ROS) generated in the skin as a result of sun exposure
2. Equal to the amount generated by UVA (46%) and UVB (4%) combined
3. O₂ - (superoxide radical) NO₂ (nitrous oxide) and HO₂ (hydroxy radical) are among the radicals generated
4. UVA-like: promotes indirect DNA damage that is mediated by ROS
5. Activates matrix metalloproteinases (MMP's) that lead to wrinkle formation and premature aging
6. May promote uneven pigmentation
7. May cause photo-sensitivity disorder and solar urticaria

Ceuticoz for the First Time in India offers UVICOZ LOTION SPF 50+ PA +++with **Liposhield® HEV Melanin**, a fractionated melanin compound, designed to be used topically as an additional environmental defence against High Energy Visible light (HEV).It is designed to shield the skin from high energy blue/violet visible light.

This novel, patent-pending ingredient may help to prevent premature aging and hyperpigmentation.