

Lavera Sun 2009 Range - Briefing

27th March



Background

Lavera GmbH has been successfully innovating and offering highly optimized SPF formulas every year since 1990. The company has won more awards for its sun products than all its German competitors combined. According to an evaluation by bioVista market research company, Lavera has a 51% market share of Sun products in the natural food industry.

In 2009 Lavera is offering titanium dioxide as a sun protection filter and - as with two years ago - zinc oxide, as a result of the quality improvements in the production of this mineral making it suitable for use in SPFs.

Lavera's new 2009 sunscreen formula makes Lavera Sun sensitive mineral sun protection products even more consumer-friendly:

- the products can be absorbed much more easily by the skin
- the slight "whitening" effect of the minerals has been reduced even further
- the nourishing qualities of the products have also been improved*

(*Zinc oxide is well-known for its skin soothing properties and in addition to that its reflection capacity with regard to UVA rays exceeds that of titanium dioxide by far).

What has changed in the Mineral Sunscreen SPF Market?

In 2008 Lavera brought its range of sunscreens in line with the new and reputable Colipa guideline (as per EU recommended ratio of UVA:UVB wave absorption 1:3). (Note: Colipa is an umbrella association of 23 European cosmetics associations, 21 manufacturers and 7 partner organizations). As a result, Lavera is one of very few manufacturers of natural cosmetics that is able to offer mineral sun protection - a total of 6 sunscreens for the summer-sun-season 2009/2010.

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NATURAL HEALTH & BEAUTY

As with all other products from Lavera, the rule that applies to natural sunscreens is that only ingredients which fulfill the guidelines for certified natural cosmetics and of course the requirements recommended by the EU commission are used in the manufacturing process.

Some of the established cosmetic test institutes in Europe have diverged on results for new mineral sunscreen formulae and various press reports are causing confusion among consumers.

The truth of the matter is that the test methods recommended by Colipa for the physical sunscreen functionality offered in natural cosmetic products constitute a real challenge for the manufacturers' product development departments. Natural sunscreens have to be adapted to suit the test methods while separately test institutes have to adjust their methods to these natural cosmetic products.

To ensure that all test institutes are able to confirm the Colipa ratio stipulated in relation to Lavera sunscreens, Lavera has modified and down-graded its sun protection factor.

This difficult decision was made by Lavera to avoid confusion among consumers which might arise from negative test results and to create harmony in the product range at an international level.

The safe mineral sunscreen which is part of the Lavera Sun sensitive products remains the best natural alternative. Moreover, it has no hormonal effects on the organism and does not enter mother's milk, which has been scientifically proved for some synthetic sun protection filters. (Source: Dr. Schlumpf, Zurich University, 2003 and 2008).

Lavera Sun sensitive sunscreen fulfils the guidelines for certified natural cosmetics and –

- contains no synthetic sun protection filters
- contains no synthetic preservatives
- contains no synthetic fragrances
- contains no oil raw materials and paraffins
- it has no hormone-stimulating effect on the human body

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NATURAL HEALTH & BEAUTY

The practical constraints resulting from the test methods used are the reason for the new classification of the sun protection factors. The natural sunscreen principle offered by all Lavera Sun sensitive products still operates and will protect your skin – UV rays are reflected more than is necessary by the minerals which lie directly on the skin.

Lavera Sun sensitive sunscreens in 2009/2010
Family Sun Spray SPF 15
Kids Sun Spray SPF 20
Anti-Age Sun Milk SPF 15
Baby & Children Sun Milk SPF 20
Neutral Baby & Children Sun Spray SPF20
Neutral Sun Milk SPF 20
Lip Balm SPF 10

Notes

- The new Colipa recommendation for test methods only relates to the following sun protection factors: 6,10,15,20,25,30 and 50+.
- The following formula still applies to all sun protection factors: sun protection factor x skin type and skin`s own protection time = minutes that can be spent in the sun per day without running the risk of getting sunburnt
- 2008 Sun products can be retailed legally in 2009

Lavera Sun sensitive sunscreen is the natural choice and with regard to sensitivity of the human skin is the most consumer-friendly alternative for the protection of the skin against UV rays.

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It is the natural Lavera sunscreen formula which has been combining skin protection and skin care in a single product since 1990.

- ✓ Titanium dioxide and zinc oxide reflect UV rays
- ✓ Vegetable glycerine and, depending on the product, aloe vera gel, jojoba oil or hydrolates from rose petals, hamamelis, lavender and natural moisturizers on a sugar and wheat basis increase the moisture content in the skin
- ✓ Depending on the product, extracts from the liquorice root, sea buckthorn and water based alcoholic extracts from calendula develop a soothing effect on the skin
- ✓ Top-quality vegetable fats support the hydro lipid layer of the skin. If this layer is intact, the skin will lose less moisture. Depending on the product, either sunflower oil, lecithin, soy oil, coconut oil, almond oil or canola oil is used.
- ✓ Vitamins E and C protect the cell membranes
- ✓ Yeast-derived betaglucan strengthens the immune system of the skin by stimulating the skin functions. It stimulates the Langerhans cells which help the skin to produce melanin to protect it more rapidly against UV rays.
- ✓ Special production processes and the use of natural ingredients which not only develop their positive effects on the skin but also have preserving properties, make a natural preservation system possible.
- ✓ The sunscreens take effect immediately after application.
- ✓ All 7 sunscreen products are water-resistant.
- ✓ Neutral sunscreen for particularly sensitive skin and skin prone to allergies - does not contain essential oils and herbal essences, it is therefore perfume-free and also suitable for homeopathic treatment. The formula contains valuable evening primrose oil which is particularly rich in essential fatty acids and is easily absorbed by stressed skin. Strengthens the protective layer of sensitive skin.

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