

# Mineral Sunscreen Mist

## SPF 30

Guard against sun's damaging rays with this innovative, continuous mist sunscreen. Formulated with non-nano zinc oxide and antioxidant-rich California Poppy, this physical formulation provides an effective shield from UVA, UVB & Blue Light rays, while being gentle and pleasant feeling on the skin. Sprays on white to help guide application, blends in easily, and dries quickly without an oily residue.

- Air-powered
- Sprays at any angle
- Reef-friendly

\*Available in the US only.

US \$20 (89ml / 3oz)

US \$36 (178ml / 6oz)



**SIZE:** 89ml/3oz. and 178ml/6oz.

### BEST FOR

Adults and children of all skin types.

### PERFORMANCE & SELLING TIPS

- Broad spectrum SPF 30 sunscreen for every day use.
- Water-resistant for 80 minutes.
- Provides UVA, UVB & Blue Light defense.
- Lightweight formula absorbs easily.
- Delivers the convenience and even application of an aerosol (but is actually air-powered).
- Sprays on white to help guide application.
- Sprays at any angle.
- Suitable for children & sensitive skin.

### WHY IS IT SAFER?

#### Technology

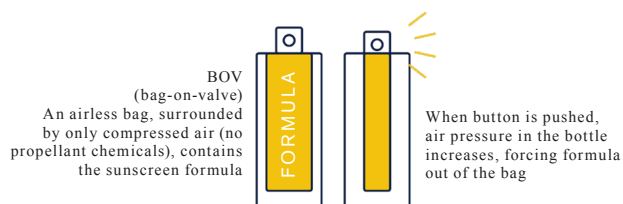
At Beautycounter, we prohibit chemical SPF filters due to their high potential for skin irritation. We prefer to use physical sunscreens, more commonly known as mineral sunscreen. Zinc oxide or titanium dioxide, sit on the surface of the skin and physically bounce or reflect sun's rays away from the skin. Mineral sunscreens are great for people with sensitive skin as well as babies and kids.

#### Formula

Our innovative mineral sunscreen mist uses non-nano zinc oxide. We evaluate the particle size of the non-nano zinc oxide we formulate with to ensure that there is no potential risk of respiration when sprayed and does not enter the blood stream to cause harmful effects to the body. We never use Octinoxate or Oxybenzone, ingredients known to contribute to the collapse of coral reefs around the world making our sunscreens safer for both people and our oceans.

#### Packaging

We've chosen a non-aerosol, bag-on-valve actuator system. While it delivers the convenience and even application of an aerosol, it is actually air-powered. So, no harmful propellant chemicals are sprayed into the atmosphere or onto skin.



### PRODUCT PROFILE

- Gluten-free\*
- Nut-free\*
- Oxybenzone-free
- Octinoxate-free

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

### APPLICATION TIPS

- Apply liberally 15 minutes before sun exposure.
- Shake well and hold 4-6 inches away from body when spraying. Blend in with your hands like you would a lotion. Formula blends in quickly and dries down without an oily residue or chalky cast.
- For face application, spray on hand then apply to face. Do not spray directly onto face and avoid breathing mist.
- Reapply after 80 minutes of swimming or sweating, immediately after towel drying and at least every 2 hours.
- Children under 6 months: ask a doctor.

### KEY INGREDIENT BENEFITS

**Non-nano zinc:** A physical, mineral sun protection technology that works by reflecting UV rays.

**California Poppy (Eschscholzia California Leaf Cell Extract):** An effective skin conditioning agent that is antioxidant-rich and great at helping reinforce the skin's defense against oxidation that leads to wrinkles and hyperpigmentation. Sustainably Sourced.

### INGREDIENT LIST

**Active ingredient:** Zinc Oxide 14.5%

**Inactive ingredients:** Water, Butyloctyl Salicylate, Helianthus Annuus (Sunflower) Seed Oil\*, Caprylic/Capric Triglyceride, Carthamus Tinctorius (Safflower) Seed Oil\*, Methyl Dihydroabietate, Ethyl Macadamiate, Cetearyl Alcohol, Bentonite, Microcrystalline Cellulose, Tocopherol, Caprylyl Glycol, Coco-Glucoside, Jojoba Esters, Citrus Aurantium Dulcis (Orange) Peel Oil, Bisabolol, Polyhydroxystearic Acid, Glycerin, Citrus Limon (Lemon) Peel Oil, Citrus Reticulata (Tangerine) Fruit Extract, Citrus Reticulata (Tangerine) Peel Oil, Caprylhydroxamic Acid, Cellulose Gum, Aloe Barbadensis Leaf Juice\*, Eschscholzia Californica Leaf Cell Extract, Mentha Piperita (Peppermint) Oil, Mimosa Tenuiflora Bark Extract, Chamomilla Recutita (Matricaria) Flower Extract\*, Calendula Officinalis Flower Extract\*. \*Organic

### CROSS SELLING

- Countersun Mineral Sunscreen Lotion
- Countersun Mineral Sunscreen Stick
- Tint Skin Hydrating Foundation

# Mineral Sunscreen Lotion

## SPF 30

Protect against damaging UVA, UVB and Blue Light with this lightweight, water-resistant sunscreen lotion. Formulated with non-nano zinc and antioxidant-rich California Poppy, this physical formulation provides an effective shield from skin-aging rays, while being gentle and pleasant feeling on the skin. Smooth, nourishing formula blends evenly onto skin with limited white residue.

\*Available in the US only.

US \$39



**SIZE:** 198ml/6.7oz.

### BEST FOR

Adults and children of all skin types.

### PERFORMANCE & SELLING TIPS

- Broad spectrum SPF 30 sunscreen for every day use.
- Water-resistant for 40 minutes.
- Provides UVA, UVB & Blue Light defense.
- Lightweight formula absorbs easily without streaking.

### WHY IS IT SAFER?

#### Technology

At Beautycounter, we prohibit chemical SPF filters due to their high potential for skin irritation. We prefer to use physical sunscreens, more commonly known as mineral sunscreen. Zinc oxide or titanium dioxide, sit on the surface of the skin and physically bounce or reflect sun's rays away from the skin. Mineral sunscreens are great for people with sensitive skin as well as babies and kids.

#### Formula

Our lightweight, water-resistant sunscreen lotion uses non-nano zinc oxide. We further evaluate the particle size of the non-nano zinc oxide we formulate with to ensure that there is no potential risk of respiration when sprayed and does not enter the blood stream to cause harmful effects to the body. We never use Octinoxate or Oxybenzone, ingredients known to contribute to the collapse of coral reefs around the world making our sunscreens safer for both people and our oceans.

### PRODUCT PROFILE

- Gluten-free\*
- Nut-free\*
- Alcohol-free
- Oxybenzone-free
- Octinoxate-free

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

### APPLICATION TIPS

- Apply liberally 15 minutes before sun exposure.
- Reapply: after 40 minutes of swimming or sweating, immediately after towel drying, at least every 2 hours. Children under 6 months: Ask a doctor.

*Insider tip:* Sun protection is generally only as effective as the application quality and quantity. A proper amount of product is 1oz for a full, adult body application. 1oz is about the size of a shot glass. If you are applying just to the face, a nickel-sized dollop of product should work.

### KEY INGREDIENT BENEFITS

*Non-nano zinc:* A physical, mineral sun protection technology that works by reflecting UV rays.

*California Poppy (Eschscholzia California Leaf Cell Extract):* An effective skin conditioning agent that is antioxidant-rich and great at helping reinforce the skin's defense against oxidation that can lead to wrinkles and hyperpigmentation. Sustainably Sourced.

### INGREDIENT LIST

*Active ingredient:* Zinc Oxide 19%

*Inactive ingredients:* Water, Caprylic/Capric Triglyceride, Coco-Caprylate, Cetearyl Nonanoate, Ethylhexyl Palmitate, Isopropyl Palmitate, Polyglyceryl-4 Diisostearate/Polyhydroxystearate/Sebacate, Glycerin, Isopropyl Myristate, Magnesium Sulfate, Beeswax, Phenoxyethanol, Silica, Sodium Chloride, Isostearic Acid, Lecithin, Polyglyceryl-3 Polyricinoleate, Polyhydroxystearic Acid, Hydrogenated Castor Oil, Decylene Glycol, Citrus Aurantium Dulcis (Orange) Peel Oil, Aloe Barbadensis Leaf Juice, 1,2-Hexanediol, Citrus Limon (Lemon) Peel Oil, Citrus Reticulata (Tangerine) Fruit Extract, Citrus Reticulata (Tangerine) Peel Oil, Eschscholzia Californica Leaf Cell Extract, Mentha Piperita (Peppermint) Oil, Mimosa Tenuiflora Bark Extract.

### CROSS SELLING

- Countersun Mineral Sunscreen Mist
- Countersun Mineral Sunscreen Stick
- Tint Skin Hydrating Foundation

# Mineral Sunscreen Stick

## SPF 30

Shield your skin from UVA, UVB and Blue Light with this convenient, water-resistant sunscreen stick. Formulated with non-nano zinc and California Poppy, this physical formulation provides effective antioxidant-rich protection, while being gentle and pleasant feeling on the skin. Ultra-moisturizing cocoa-butter infused formula glides on smoothly without leaving a white residue.

\*Available in the US only.

US \$20



**SIZE:** 0.52oz

### BEST FOR

Adults and children of all skin types.

### PERFORMANCE & SELLING TIPS

- Broad spectrum SPF 30 sunscreen for every day use.
- Water-resistant for 80 minutes.
- Provides UVA, UVB & Blue Light defense.
- Lightweight formula absorbs easily without streaking.

### WHY IS IT SAFER?

#### Technology

At Beautycounter, we prohibit chemical SPF filters due to their high potential for skin irritation. We prefer to use physical sunscreens, more commonly known as mineral sunscreen. Zinc oxide or titanium dioxide, sit on the surface of the skin and physically bounce or reflect sun's rays away from the skin. Mineral sunscreens are great for people with sensitive skin as well as babies and kids.

#### Formula

Our lightweight, water-resistant sunscreen stick uses non-nano zinc oxide. We evaluate the particle size of the non-nano zinc oxide we formulate with to ensure that there is no potential risk of respiration when sprayed and does not enter the blood stream to cause harmful effects to the body. It's also formulated with organic coconut oil and organic shea butter to deliver an ultra-moisturizing experience without the need for neurotoxic preservatives and serious allergens like MIT (Methylisothiazolinone). And, we never use Octinoxate & Oxybenzone ingredients known to contribute to the collapse of coral reefs around the world making our sunscreens safer for both people and our oceans.

### PRODUCT PROFILE

- Gluten-free\*
- Nut-free\*
- Alcohol-free
- Oxybenzone-free
- Octinoxate-free

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

### APPLICATION TIPS

- Apply liberally 15 minutes before sun exposure.
- Reapply: after 80 minutes of swimming or sweating, immediately after towel drying and at least every 2 hours.

### KEY INGREDIENT BENEFITS

*Non-nano zinc:* A physical, mineral sun protection technology that works by reflecting UV rays.

*California Poppy (Eschscholzia California Leaf Cell Extract):* An effective skin conditioning agent that is antioxidant-rich and great at helping reinforce the skin's defense against oxidation that leads to wrinkles and hyperpigmentation. Sustainably Sourced.

### INGREDIENT LIST

*Active ingredient:* Zinc Oxide 15.4%

*Inactive ingredients:* Coco-Caprylate, Helianthus Annuus (Sunflower) Seed Oil, Theobroma Cacao (Cocoa) Seed Butter\*, Caprylic/Capric Triglyceride, Cetearyl Nonanoate, Mica, Coconut Alkanes, Polyhydroxystearic Acid, Beeswax, Butyrospermum Parkii (Shea) Butter\*, Cocos Nucifera (Coconut) Oil\*, Euphorbia Cerifera (Candelilla) Wax, Lauryl Laurate, Citrus Aurantium Dulcis (Orange) Peel Oil, Coco-Caprylate/Caprinate, Isostearic Acid, Lecithin, Polyglyceryl-3 Polyricinoleate, Carthamus Tinctorius (Safflower) Seed Oil, Citrus Limon (Lemon) Peel Oil, Citrus Reticulata (Tangerine) Fruit Extract, Citrus Reticulata (Tangerine) Peel Oil, Cucurbita Pepo (Pumpkin) Seed Oil\*, Punica Granatum Seed Oil\*, Euterpe Oleracea Fruit Oil\*, Glycerin, Tocopherol, Glycine Soja (Soybean) Oil, Silica, Eschscholzia Californica Leaf Cell Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Mentha Piperita (Peppermint) Oil, Mimosa Tenuiflora Bark Extract, Aloe Barbadensis Leaf Extract.

\*Organic

### CROSS SELLING

- Countersun Mineral Sunscreen Mist
- Countersun Mineral Sunscreen Lotion
- Tint Skin Hydrating Foundation

# Sunscreen 101

## SUN'S RAYS DEFINED

The sun's spectrum is broad with many different wavelengths emitted. When speaking about sun damage there are a few to watch out for.

### UVB = BURNING

UVB are the rays that lead to sunburn and are the most commonly recognized indicator of skin damage. The Skin Cancer Foundation notes that on average, five sunburns at any age doubles one's risk for melanoma.

### UVA = AGING

While UVA is almost undetectable because these rays do not change the color of the skin, they cause free-radical damage that leads to skin aging. UVA rays are equally intense throughout all seasons, AND they penetrate clouds and glass.

## BLUE LIGHT

### What is Blue Light?

One ray that is becoming top of mind as we spend more and more time in front of computers, smart phones and tablets is Blue Light. Blue Light is trending in technology, but, Blue Light is actually everywhere. When outside, light from the sun travels through the atmosphere. The shorter, high energy blue wavelengths that make up Blue Light, collide with the air molecules, causing blue light to scatter. This is in fact what makes the sky look blue.

### The effects of Blue Light

Its skin-aging effects can potentially be as much of a concern as those caused by UVA & UVB. The latest research suggests it may damage skin proteins and lipids. When these are damaged, signs of age like loss of skin elasticity, wrinkles and hyperpigmentation are possible.

## SUNSCREEN CLAIMS

### Broad Spectrum

An effective sunscreen must have a Broad Spectrum claim. Broad Spectrum is the statement that ensures defense against UVA, aging rays and UVB, burning rays.

### SPF

SPF, or Sun Protection Factor is the measurement for defense specifically from UVB rays.

*SPF 15 = blocks 93% of UVB rays*

*SPF 30 = blocks 97% of UVB rays*

*SPF 50 = blocks 98% of UVB rays*

### Water-Resistant

There is a difference between water-resistant and water-proof (which no sunscreen is). All sunscreens that provide long-wear while in water are specifically water-resistant. They are durable against wash-off but not 100% unsusceptible to it. That's why we urge you to always reapply.

## SUNSCREEN TECHNOLOGY: CHEMICAL VS MINERAL

There are two main types of sunscreen protection technologies available.



**Chemical sunscreens** are technically sun filters. The vast majority of sunscreens on the market are chemical sunscreens and they are made using SPF filters like avobenzone, octinoxate or oxybenzone. They're called sun filters because they actually absorb and scatter sun's rays as heat. They are popular because they provide easy, transparent blendability into the skin. But, at Beautycounter, we prohibit chemical filters due to their high potential for skin irritation.



**Mineral sunscreens** or physical sunscreens are Beautycounter's preferred sunscreen technology. Zinc oxide or titanium dioxide, sit on the surface of the skin and physically bounce or reflect sun's rays away from the skin. Mineral sunscreens are great for people with sensitive skin as well as babies and kids.