

COUNTERSUN COLLECTION FAQs (US ONLY)

WHAT PRODUCTS ARE PART OF THE BEAUTYCOUNTER SUN CARE LINE?

We have created three new easy-application mineral sunscreens infused with antioxidant-rich California Poppy. They provide UVA, UVB and Blue Light Defense.

- Countersun Mineral Sunscreen Mist SPF 30 (available in 3oz and 6oz)
- Countersun Mineral Sunscreen Lotion SPF 30 (6.7oz)
- Countersun Mineral Sunscreen Stick SPF 30 (0.52oz)

WHAT DOES SPF MEAN?

SPF = Sun Protection Factor

SPF is the measurement for defense from UVB rays

- SPF 15 = blocks 93% of UVB rays
- SPF 30 = blocks 97% of UVB rays
- SPF 50 = blocks 98% of UVB rays

WHAT DOES BROAD SPECTRUM MEAN?

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.

WHAT IS UVB?

UVB are the rays that lead to sunburn. On average, five sunburns at any age doubles one's risk for melanoma.*

*Skin Cancer Foundation

WHAT IS UVA?

UVA = Aging sun rays. While UVA is almost undetectable because these rays do not change the color of the skin, they do penetrate deeper into the dermis of the skin, where they cause free-radical damage that leads to skin aging. UVA rays are equally intense no matter the season, AND they penetrate clouds and glass.

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 a trendy topic in the technology realm, 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.

WHAT ARE 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.

WHAT TYPE OF SPF INGREDIENTS DO WE USE?

We use a physical sunscreen, which are also known as mineral or inorganic sunscreens. Specifically, we formulate with non-nano zinc oxide, that works by reflecting and bouncing UV rays.

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WHAT DOES NON-NANO MEAN?

A nano-particle is the technical name for a speck. These particles are so miniscule that one strand of human hair is about 80,000 nanometers thick. Many sunscreens contain nanoparticle-sized sun filters which could have adverse health effects. Studies suggest their microscopic size is small enough to get past skin's defenses and soak into the bloodstream. Beautycounter uses non-nanoparticle zinc oxide in our current sunscreen formulas to prevent any potential health risks.

HOW MUCH SUNSCREEN DO I NEED TO USE TO BE PROTECTED?

This is a very important question. Studies show that most people don't use enough sunscreen or reapply frequently enough which is how unwanted burns can occur. Beautycounter recommends that you apply SPF liberally and evenly 15 minutes before sun exposure and at least every two hours. Remember, sun protection is generally only as effective as the application quality and quantity. So, a few tips when applying sunscreen lotion. A proper amount is 1oz for an adult full-body application. 1oz is about the size of a shot glass. Our formulas also go on white to help guide application, making it easier for you to help be protected.

WE NEED TO APPLY 1OZ FOR THE BODY. HOW MUCH SUNSCREEN IS NEEDED FOR THE FACE?

Beautycounter recommends applying about the size of a nickel for the entire face and neck. Also, reapplying every two hours is important and definitely after swimming or sweating if you plan to be in the sun for a prolonged period.

CAN I APPLY THE MIST TO MY FACE?

Yes! However, we recommend that you spray it first into your hand and then apply to your face.

HOW OFTEN SHOULD WE REAPPLY SPF?

It is recommended to reapply 1oz (a shot glass full) at least every two hours, after 40 minutes of swimming or sweating and immediately after towel-drying.

DO SUNSCREEN PRODUCTS EXPIRE?

Yes! While most sunscreens are designed to remain effective for about 2 years, it's important to check the expiration date printed on the packaging. However, if your sunscreen is lasting longer than a season, chances are high that you're not using enough to be fully protected. Also, bringing your sunscreen to the beach or pool, where it is exposed to sun and higher temperatures for long periods of time, may shorten its shelf life.

CAN CLIENTS WITH DEEPER SKIN TONES USE OUR SPF PRODUCTS?

Yes, it's equally important that individuals with deeper skin tones wear SPF to protect against sun damage. Our products work just as effectively but there may be a more noticeable finish that's visible due to the non-nano zinc oxide.

WHAT'S THE PROPER ORDER OF USAGE FOR SPF?

Because we use physical sun screens, you'll want to apply them after moisturizers as your very last skincare step before makeup and going outside.

COUNTERSUN COLLECTION FAQs (US ONLY)

WHAT SPF SHOULD WE RECOMMEND CLIENTS USE IF THEY'RE LOOKING FOR DAILY SUN PROTECTION UNDER MAKEUP?

For incidental sun exposure, less than an hour all day, it's best to use Dew Skin Tinted Moisturizer with SPF 20 to give a sheer amount of makeup coverage while still getting the benefit of all over sunscreen. If desired, clients can then layer on their favorite foundation, like Tint Skin Moisturizing Foundation, and other makeup products. Keep in mind, Dew Skin is not recommended for prolonged sun exposure. If you're going to the beach or spending more than an hour in direct sunlight, it's best to use your preferred Countersun Mineral Sunscreen Stick, Spray or Mist.

IT'S OVERCAST AND CLOUDY OUTSIDE. DO I STILL NEED TO WEAR A SUNSCREEN?

Yes! Even when you can't see the sun, UVA/UVB rays are still there. In fact, UVA rays, the ones responsible for aging, can reach your skin through clouds, smog and glass. It's important to create a healthy habit and apply sunscreen daily, no matter what the weather report says, to ensure you're protected.

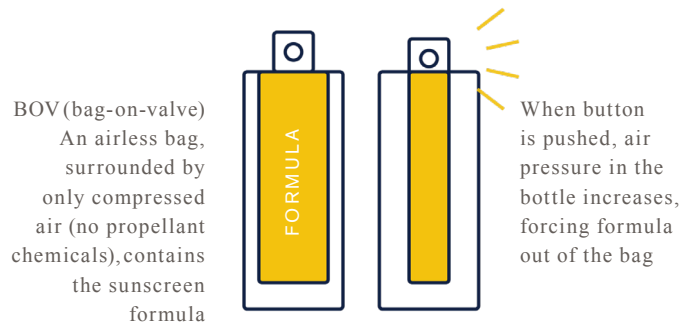
CAN I LAYER SPF PRODUCTS TO ACHIEVE A HIGHER SPF?

No, sunscreen is only as protective as the highest level of SPF applied. If you apply an SPF 30 sunscreen and then layer your SPF 15 foundation, you will not achieve an SPF 45. In this case, an SPF 30 sunscreen plus an SPF 15 foundation yields the SPF 30 protection.

IS OUR MIST AN AEROSOL?

No! Our Mineral Sunscreen Mist is a really neat innovation that delivers the convenience and even application of an aerosol but it is actually air-powered. We've used what's called a bag-on-valve actuator system. Inside this can, there is a bag that holds formula. Surrounding the bag is compressed air. When you push on the nozzle, the air further compresses, squeezing the bag and ultimately dispensing the sunscreen formulation. Voila. Air powered. And no harmful propellant chemicals sent into the atmosphere or onto your skin.

NON AEROSOL TECHNOLOGY



WHAT MAKES THE CALIFORNIA POPPY SO SPECIAL?

Like the name implies, California Poppy is indigenous to the West Coast. It grows on rather dry or sandy soils near the ocean, in vibrant orange or yellow colors. California Poppy is antioxidant-rich and great at helping reinforce the skin's defense against oxidation that leads to wrinkles and hyperpigmentation.