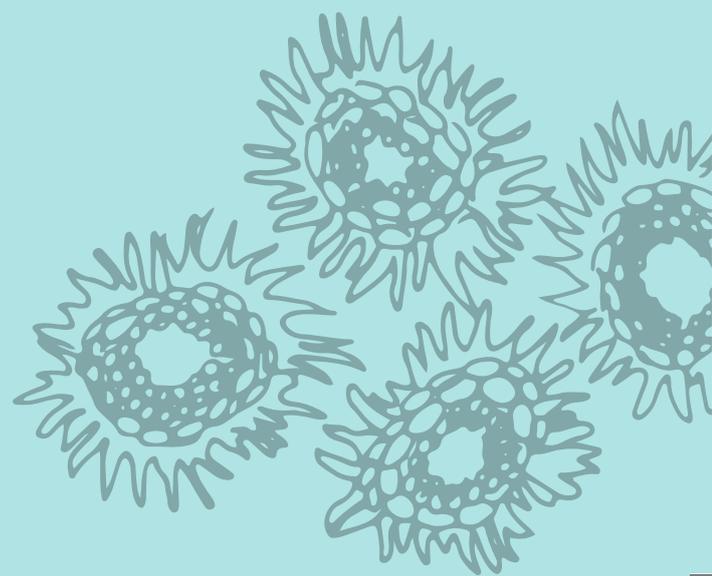


**[ comfort zone ]**

## **WATER SOUL**

eco-sustainable  
sun protection

**SYSTEM DOSSIER**





## WATER SOUL

### ENVIRONMENT AND SKIN PROTECTION

The use of sunscreen to protect the health of the skin is fortunately a long-established habit for most people, but it is only recently that the impact that filters can cause on the environment has been discovered. In fact, since 2017, in some parts of the world, characterized by beautiful coral reefs, the potential link between damage to the aquatic environment and the increased use of sunscreen has begun to be assessed. In fact, it is estimated that between 4,000 and 6,000 tons of sunscreen is released every year in tropical coral reef areas<sup>(1)</sup>.

In particular, during the last 30 years almost 30% of coral reefs have been irreparably lost and it has been observed that corals, ideal habitat and food resource for various animal and plant species, are subject to a phenomenon of progressive bleaching with consequent reproductive incapacity<sup>(1)</sup>. The main cause, the overheating of the oceans, is aggravated by the excessive presence of sun filters in the water, in particular chemical filters such as OXYBENZONE and OCTINOXATE and physical filters such as TITANIUM DIOXIDE, which have a high toxicological impact on the aquatic environment.

In addition to these, many other factors threaten the biodiversity of the oceans, which play a central role in regulating the climate balance of the planet. Oxygen deficiency, acidification, warming and the intensive presence of waste in multiple forms including plastics<sup>(2)</sup> are increasingly serious and evident threats affecting all life forms present in this important aquatic component of the Earth's surface.

The issue remains very topical and its resolution is far from simple, lacking a single guideline and having to combine on the one hand the protection of the aquatic environment, on the other hand the essential protection of the skin and the health of people. [ comfort zone ], which has always been committed to the research of sustainable and safe cosmetics, has developed WATER SOUL a new generation solar line, which guarantees optimal protection and minimizes the impact on the aquatic environment.

### FOCUS ON THE CORAL REEFS

Coral reefs can be considered as huge submarine cities and as a very diversified eco-system, they perform key functions:

- They are the ideal place for the growth of several plant, fish and bacteria species.
- They protect from the risk of soil erosion and shore flooding.

Corals are made up of polyps, small soft living bodies that adhere to the rocks on the bottom of the sea, producing a mineral skeleton that becomes the structure of coral reefs. The growth rate of corals is very slow: the fastest ones grow about 15 cm every year and some colonies date back to more than 50 million years ago. Coral polyps live in symbiosis with single-celled algae called zooxanthellae that, through photosynthesis, share the food they produce with the coral, obtaining nourishing substances in turn.

Thanks to a high concentration of pigments, i.e. chlorophyll, carotenoids and xanthophylls, zooxanthellae give rise to the different and extraordinary colors typical of corals. Zooxanthellae can live only in very specific conditions: they cannot survive in cold or very hot and deep water and for this reason coral reefs are mainly located in tropical areas. When the sea temperature increases too much, instead of the carbohydrates that coral feeds on, these algae start producing toxic substances; as a consequence, coral expels them and loses its color and it turns white. This phenomenon is known as "coral bleaching".

The survival of corals needs very specific climatic conditions in terms of temperature and water depth. When the sea temperature increases too much, coral is no longer able to get proper nourishment and the damage gradually expands, jeopardizing the entire functioning of the ecosystems of the coral barrier. The accumulation of sun filters is considered an additional risk for the delicate balance of the biodiversity of water.

(1) [www.cordis.europa.eu](http://www.cordis.europa.eu)

(2) Ispo/lucn Report, 2016

## WATER SOUL

### SUN FILTERS AND INTERACTIONS WITH THE CORAL REEFS

### FOCUS ON PHYSICAL AND CHEMICAL FILTERS

Through tests carried out on different sun creams, researchers have demonstrated that large amounts of algae and coral particles break up between 18 and 48 hours after exposure to sun filters. Furthermore, analyses of sea water in contact with sun filters show a very high presence of viruses, up to 15 times higher than in a normal condition, which further weakens the already stressed structure of the coral.

The use of sun creams will certainly not be curtailed, since it is a cosmetic habit that puts people in a condition of higher safety; however the need arises to start research to find combinations of filters that do not threaten the survival of water ecosystems.

It is of widespread opinion that physical filters, due to their natural origin, are safer for people and for the water environment. This opinion is not totally true.

PHYSICAL FILTERS, such as zinc oxide and titanium dioxide, are characterized by a high covering potential that reflects and disperses sun radiation. They are not absorbed by the skin, therefore they work by remaining on the surface and screen radiation from light. For this reason, they release easily into the sea, where they tend to accumulate. Since they are natural inorganic powders, they are not biodegradable and thus accumulate, favoring coral bleaching<sup>(3)</sup>

Furthermore, high amounts of physical filters may render sun protection products thicker and more difficult to spread, generating the risk of uneven distribution and thus partial protection. Nano-dimensional physical filters improve this aspect, however their small size favors a deeper skin absorption, whose consequences are still under analysis, and for this reason [ comfort zone ] has chosen not to use them.

CHEMICAL FILTERS are a diversified class of synthetic molecules whose chemical structure can absorb UV rays and convert them into a less harmful energy form. Chemical filters are classified into UVA and UVB filters and thus they are selective, differing to physical filters which have an all-spectrum action. Having different origins, chemical filters have different characteristics, including the size of molecules themselves. A large-sized chemical filter has lower skin absorption and thus a less invasive action on the skin. Furthermore, since it remains more on the surface, it generates more effective and direct protection against radiation from light, thus reducing its concentration in the formula. This category of molecules leads to products with high protection factors and textures that ensure optimum spreadability, ensuring even protection.

(3) [www.cordis.europa.eu](http://www.cordis.europa.eu)

### WATER RESISTANT FORMULAS

To reduce the dispersion and accumulation of filters in the sea environment, and to properly protect the skin, it is important to formulate products that are water resistant and, better yet, very water resistant. A very water resistant sunscreen ensures more effective protection after being in the water, taking showers, perspiring - situations that may dilute the protective efficacy of the filters. This also prevents the product from being easily released into the sea, thus reducing the accumulation of filters. The following wordings are written on the packaging:

- WATER RESISTANT: the effectiveness of the sun protection factor remains higher than 50% of the one declared after 2 water immersions of 20 minutes each.

- VERY WATER RESISTANT (80 MIN.): the effectiveness of the sun protection factor remains higher than 50% of the one declared after 4 water immersions of 20 minutes each.

## WATER SOUL

### FOCUS ON WATER RESISTANCE TEST

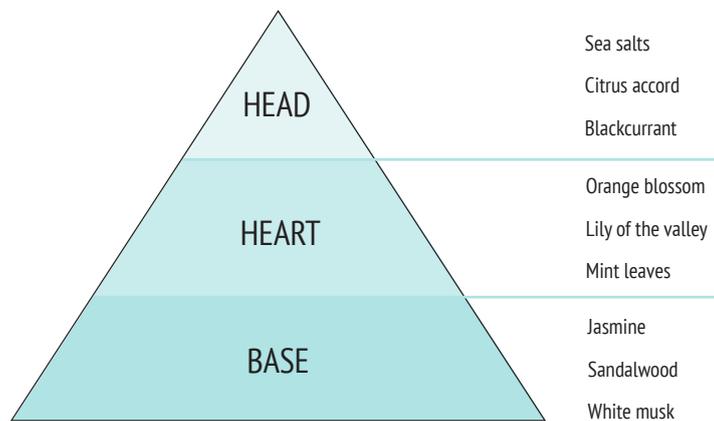
To establish water resistance, a special pool is used (spa pool, whirlpool or bathtub with water nozzles to circulate water) containing fresh water kept at a temperature of 29°C / 84.2°F +/- 2°C / 36.6°F. After applying the product on volunteers, 4 cycles made up of the following two phases were performed:

- 20 MINUTE IMMERSION IN WATER
- 15 MINUTE AIR-DRYING

At the end of the 4 cycles of immersion and air-drying, exposure to the sun simulator followed to test the areas where the product was applied (UNI EN ISO 24444: 2011) and to determine the value of the residual SPF.

If the effectiveness of the sun protection factor remains higher than 50% of the one declared, the product will be considered VERY WATER RESISTANT.

### THE FRAGRANCE



An aquatic note evokes the aquamarine reflections of the sea and introduces the world of WATER SOUL. The top note is an accord of salty notes, citrus and blackcurrant, which fits into a modern, enveloping heart of white flowers and mint leaves. The sensoriality of the fragrance is completed with a woody and musky base that gives persistence to the sunny nuances of the fragrance.

Fragrance formulated to be used even in a marine environment, classified as readily biodegradable and free of aquatic toxicity based on an internationally standardized method called OECD 301. The method monitors the degradation of the tested substance in a controlled environment, and this substance is declared to be readily biodegradable if at least 70% of it has disappeared after 28 days.

### FOCUS ON OECD 301 METHOD AND BIODEGRADABILITY

The OECD 301 (Organization for Economic Co-operation and Development) test allows to determine whether a substance is biodegradable in a short time or persistent in the ecosystem.

Biodegradability is measured by the time it takes for a product to change into another substance.

Biodegradability is calculated as the sum of the percentage of readily biodegradable raw materials according to OECD 301. This method defines as "readily biodegradable" ingredients that have degraded by at least 70% in 28 days.

## WATER SOUL

We can speak of readily biodegradable when the degradation of the product is more than 70% within 28 days, while we will have a slow biodegradability when the degradation is less than 70%.

The level of biodegradability of a cosmetic therefore varies according to the biodegradability and nature of its ingredients. The more easily a cosmetic is biodegradable, the lower its environmental impact will be.

Substances that meet this condition do not tend to accumulate in the environment but are naturally disposed in a short time.

### WATER SOUL INNOVATION:

The [ comfort zone ] research laboratories have developed a latest generation ultra-conscious and eco-sustainable formulations designed to ensure maximum protection and comfort to the person, together with respect for the aquatic ecosystem. The WATER SOUL line stands out for these characteristics:

- UVA/UVB BROAD SPECTRUM PROTECTION WITH REDUCED FILTER CONCENTRATION (compared to the same protection factors developed according to traditional methods).
- VERY WATER RESISTANT FORMULAS (80 MIN) stay longer on the skin, protecting it more and reducing the dispersion of filters in water.
- PHOTOSTABLE CHEMICAL FILTERS OF LARGE DIMENSIONS, guarantee greater protection with less absorption and reduced accumulation in the seas.
- ABSENCE OF FRAGRANCE, in products with sun protection for greater skin tolerability;
- BETTER BIODEGRADABILITY.
- SCIENTIFICALLY TESTED.

WATER SOUL offers a range of practical and safe products, recommended for all skin types, suitable for all needs and specifically designed for consumers more sensitive to environmental protection and water sports lovers.

The innovation is also evident in the PACK, MADE IN RECYCLED PLASTIC for bottles and PLASTIC FROM RENEWABLE SOURCES such as sugar cane for tubes, fully recyclable.

### FORMULATIVE PHILOSOPHY: CONSCIOUS SKIN SCIENCE™

Every day, the choices we make have an impact on our skin and the world around us. That's why in creating conscious and effective solutions for skin care and well-being, we are always guided by a vision that combines science, sustainability and a holistic approach to the person. We select the best ingredients of natural origin, high-tech molecules and the most advanced delivery systems. We choose not to use animal derivatives, silicones, mineral oil, parabens, artificial colors and any other ingredient that may be aggressive for the skin and the environment. Our formulas are tested by dermatologists and clinical tests prove their effectiveness. They are suitable for vegans. Our products are made in Italy at Davines Village, a carbon-neutral factory that uses energy from renewable resources. We use recyclable materials for packaging and compensate for carbon dioxide emissions through reforestation and social development projects.



## WATER SOUL

### FOCUS ON CO<sub>2</sub> COMPENSATION

Compensating CO<sub>2</sub> emissions means balancing the amount of CO<sub>2</sub> generated by any activity through reforestation interventions capable of absorbing it or by developing energy efficiency projects or the use of renewable sources that avoid producing it. Trees, in fact, absorb greenhouse gas emissions released into the atmosphere thanks to the process of photosynthesis, and reforestation projects contribute to the development of vegetation necessary to restore the oxygen that is removed from the environment during production processes. Thanks to the calculation of the quantity of tons of CO<sub>2</sub> generated by the packaging production of this line, it has been possible to compensate them through reforestation projects and social initiatives that have guaranteed a perfect balance of what has been emitted.

### INTEGRATED APPROACH



To fully enjoy the benefits of the sun, irrespective of one's complexion and exposure time, it is essential not only to choose and use the most appropriate protection products, but also to adopt a correct lifestyle. WATER SOUL proposes an INTEGRATED APPROACH made up of a beauty routine and "informed" behaviours to properly prepare the skin for safe exposure, and to protect the environment.

### THE TEN GOLDEN RULES FOR RESPONSIBLE SUN EXPOSURE

1. EXPOSE YOURSELF TO SUNLIGHT GRADUALLY, increasing the exposure time progressively.
2. AVOID THE HOTTEST HOURS of the day from 12 to 4pm. In any case it is advisable to wear a T-shirt, a broad-brimmed hat and sunglasses.
3. BEFORE SUN EXPOSURE, ALWAYS APPLY A SUNSCREEN with a sun protection factor that is suitable to your skin phototype. Being already tanned does not mean being less susceptible to the potential damage of sun rays! Sunscreens must be applied also when tanned, using sunscreens with a lower protection factor. The use of SUN SOUL CREAM GEL every day for a month as a preparation for the summer season favours the increase of the skin's natural ability to protect itself and diminishes the risk of skin sensitization.
4. The sunscreen must be APPLIED THOROUGHLY on all the photo-exposed skin areas repeating application at least EVERY TWO HOURS.
5. Avoid using PRODUCTS PURCHASED THE PREVIOUS SEASON since the filters they contain may decay over time, thus reducing their protective power.
6. Apply the sun protection cream even if it is cloudy. Ultraviolet rays can indeed PENETRATE CLOUDS and hit the skin.
7. Special attention to DELICATE CHILDREN'S SKIN: choose a specific product, fragrance-free and water-resistant, and apply generously before direct sun exposure.
8. APPLY AGAIN FREQUENTLY in particular after water immersion.
9. PAY ATTENTION TO EYES AND HEAD: always wear protective glasses with filters and a hat/ cap or bandana.
10. HYDRATION: drink water and eat fruit and vegetables to prevent dehydration and increase the skin's natural defences.

## WATER SOUL

This scheme offers an example of how WATER SOUL differs from SUN SOUL in being more sustainable.

### SUN SOUL VS WATER SOUL

#### TARGET

|                                 | SUN SOUL MILK SPF30  | WATER SOUL ECO SUN CREAM SPF30   |
|---------------------------------|--|--|
| TARGET                          | <p><b>MORE BEAUTY/SENSORIAL CONSUMERS</b></p> <p>They want to preserve the beauty of the skin and look for advanced anti-ageing protection, rewarding to use thanks to the face and body specific DRY TOUCH textures and distinctive fragrance, which makes the exposure more pleasant and at the same time safe for the skin and the environment.</p> | <p><b>MORE CONSCIOUS/ENVIRONMENTALLY AWARE CONSUMERS</b></p> <p>Lovers of the environment and outdoor sports, especially water sports, choose practical and multitasking products that support their dynamic lives. They want to minimize their impact on Earth, paying the utmost attention to the sustainability of the products they buy.</p> |
| FILTERS IN FORMULA              | 22%  | 14%<br>(-36% compared to a traditional spf)  |
| PHOTOSTABILITY                  | GUARANTEED   | GUARANTEED   |
| WATER SOLUBILITY OF SUN FILTERS | NO   | NO   |
| WATER RESISTANCE                | WATER RESISTANT (40 MIN )  | VERY WATER RESISTANT (80MIN)   |
| FREE FROM                       | OXYBENZONE<br>OCTOCRYLENE<br>TITANIUM DIOXIDE<br>ZINC OXYDE  | OXYBENZONE<br>OCTOCRYLENE<br>OCTINOXATE<br>TITANIUM DIOXIDE<br>ZINC OXYDE  |
| NATURALITY                      | 72%  | 72% <sup>(4)</sup>   |
| TYPE OF TEXTURE                 | MILK, SPRAY BOTTLE   | CREAM, LOTION PUMP   |
| FRAGRANCE                       | YES  | NO   |
| PACKAGING                       | PLASTIC BOTTLE<br>100% RECYCLED<br>100% RECYCLABLE<br>CO <sub>2</sub> COMPENSATED  | PLASTIC BOTTLE<br>100% RECYCLED<br>100% RECYCLABLE<br>CO <sub>2</sub> COMPENSATED  |

(4) The accurate selection of the most environmentally sustainable sunscreens made it necessary to stabilize the formula by adding a higher percentage of oils of synthetic origin to ensure the best solubilization of the protective factors. This explains the same % naturality of the two products.

## WATER SOUL RETAIL

### ECO SUN CREAM SPF30 sustainable sun cream



pH 5.5 - 6.5

#### PACKAGING

bottle 100% recycled PET  
SIZE  
150 ml

#### PRODUCT

Eco-sustainable sun cream SPF30 for face and body, respectful of the aquatic environment, very water resistant. Its calibrated formula protects the skin while keeping it soft and moisturized, minimizing the impact of sun filters on the aquatic environment. We have chosen not to use silicones, paraffin, animal derivatives, artificial colorants, fragrance, filters harmful to the aquatic ecosystem, nanoparticles. Contains 72.15% of natural-origin ingredients.

#### CHARACTERISTICS

Latest generation formulation that not only takes care of the skin by protecting it from solar radiation, but also protects the aquatic ecosystem thanks to the use of a reduced % of filters compared to the same traditional protection factor (-36%). Broad-spectrum UVA/UVB protection with no filters considered toxic and/or easily accumulated in water. Very water resistant formula with a light texture, which guarantees excellent spreadability for fast application and quick absorption.

#### STRENGTHS

Broad spectrum UVA/UVB protection that respects the aquatic environment.  
Without OXYBENZONE, OCTINOXATE, NANO FILTERS.  
VERY WATER RESISTANT - 80MINUTES.  
Fragrance free.  
Face and body.  
Suitable for those who practice water and outdoor sports.

#### HOW IT WORKS

UVA and UVB FILTERS of last generation and photo-stable, without NANO technologies, octocrylene, oxybenzone and octinoxate in calibrated concentration in order to ensure full protection with the least environmental impact possible.  
BIOMIMETIC DNA-DEFENSE PEPTIDE activates and mimics natural mechanisms protection and repair of DNA, correcting the damage caused by the light radiation.  
ABISSINIAN OIL, obtained from the seeds of original Crambe Abyssinica of Ethiopia, is extremely rich in Omega 6 and Omega 9. These fatty acids help to strengthen the skin's natural lipid barrier, preserving its hydration and providing nourishment.

#### HOW TO USE

ReApply generously 20/30 minutes before sun exposure. Apply again every 2 hours of exposure, especially after perspiring, water immersion or drying.

#### RECOMMENDED

Ideal for all skin types. For its proven resistance to water and sweating, it is particularly recommended for those who practice water sports. A higher frequency of application is recommended for light phototypes.

#### WARNINGS

Do not remain exposed to the sun too long even if you are using a sunscreen product. Excessive sun exposure is a serious risk for the health. Avoid contact with the eyes. Avoid putting on clothes immediately after application to avoid any product residue on them.

### COMPLEMENTARY PRODUCTS



WATER SOUL  
ECO SUN CREAM SPF50



WATER SOUL  
ALOE GEL



WATER SOUL  
ECO SHOWER GEL



SUN SOUL  
FACE CREAM



SUN SOUL  
BODY CREAM

## WATER SOUL RETAIL

### ECO SUN CREAM SPF50 sustainable sun cream



pH 6.0 - 7.2

#### PACKAGING

bottle 100% recycled PET

SIZE

150 ml

#### PRODUCT

Eco-sustainable sun cream SPF50 for the body, respectful of the aquatic environment, very water resistant. Its calibrated formula protects the skin while keeping it soft and moisturized, minimizing the impact of sun filters on the aquatic environment. We have chosen not to use silicones, paraffin, animal derivatives, artificial colorants, fragrance, filters harmful to the aquatic ecosystem, nanoparticles. Contains 69.20% of natural-origin ingredients.

#### CHARACTERISTICS

Latest generation formulation that not only takes care of the skin by protecting it from solar radiation, but also protects the aquatic ecosystem thanks to the use of a reduced % of filters compared to the same traditional protection factor (-36%). Broad-spectrum UVA/UVB protection with no filters considered toxic and/or easily accumulated in water. Very water resistant formula with a light texture, which guarantees excellent spreadability for fast application and quick absorption.

#### STRENGTHS

Broad spectrum UVA/UVB protection that respects the aquatic environment.

Without OXYBENZONE, OCTINOXATE, NANO FILTERS.

VERY WATER RESISTANT - 80MINUTES.

Fragrance free.

For the body.

Suitable for those who practice water and outdoor sports.

#### HOW IT WORKS

UVA and UVB FILTERS of last generation and photo-stable, without NANO technologies, octocrylene, oxybenzone and octinoxate in calibrated concentration in order to ensure full protection with the least environmental impact possible.

BIOMIMETIC DNA-DEFENSE PEPTIDE activates and mimics natural mechanisms protection and repair of DNA, correcting the damage caused by the light radiation.

#### HOW TO USE

Apply generously 20/30 minutes before sun exposure. Apply again every 2 hours of exposure, especially after perspiring, water immersion or drying.

#### RECOMMENDED

Ideal for all skin types. For its proven resistance to water and sweating, it is particularly recommended for those who practice water sports. A higher frequency of application is recommended for light phototypes.

#### WARNINGS

Do not remain exposed to the sun too long even if you are using a sunscreen product. Excessive sun exposure is a serious risk for the health. Avoid contact with the eyes. Avoid putting on clothes immediately after application to avoid any product residue on them.

### COMPLEMENTARY PRODUCTS



WATER SOUL  
ECO SUN CREAM SPF30



WATER SOUL  
ALOE GEL



WATER SOUL  
ECO SHOWER GEL



SUN SOUL  
FACE CREAM



SUN SOUL  
BODY CREAM

## WATER SOUL RETAIL

### ECO SHOWER GEL sustainable shower gel



pH 6.0 - 7.2

PACKAGING  
bottle 100% recycled PET  
SIZE  
200 ml

#### PRODUCT

Highly biodegradable formula for body and hair, conceived in the maximum respect for the environment and skin. We have chosen not to use sulphates, silicones, parabens, animal derivatives, artificial colours, nanoparticles.

Contains 93.49% of natural-origin ingredients.

#### CHARACTERISTICS

Latest generation formulation enriched with natural and delicate surfactants derived from olive oil, which guarantee an effective cleansing, without weighing down the hair and leaving the skin soft and radiant. The high percentages of naturality and biodegradability, combined with a fragrance suitable for the aquatic environment, allow the use also in boats or camping.

#### STRENGTHS

Double use BODY AND HAIR.

Gentle cleansing thanks to NATURAL SURFACTANTS.

High % of BIODEGRADABLE INGREDIENTS.

FRAGRANCE studied for use also in marine environment.

Suitable for those who practice water and outdoor sports.

#### HOW IT WORKS

NATURAL OLIVE OIL SURFACTANT: exclusive surfactant obtained from olive oil, characterized by the presence of monounsaturated fatty acids similar to the composition of human sebum, guarantees a delicate cleansing. NATURAL SURFACTANTS from corn, wheat, sunflower and brassica promote an effective cleansing in total respect of the environment.

#### HOW TO USE

Apply to the body, massage directly into wet skin or apply to a sponge.

Apply to wet hair, massage and rinse. Repeat if necessary.

#### RECOMMENDED

Ideal for all skin and hair types, also recommended for daily use.

### COMPLEMENTARY PRODUCTS



WATER SOUL  
ECO SUN CREAM SPF30



WATER SOUL  
ECO SUN CREAM SPF50



WATER SOUL  
ALOE GEL



SUN SOUL  
FACE CREAM



SUN SOUL  
BODY CREAM

## WATER SOUL RETAIL

### ALOE GEL refreshing soothing gel



pH 5.0 - 6.0

PACKAGING  
BIO-BASED plastic tube  
SIZE  
150 ml

#### PRODUCT

Gel enriched with Aloe Vera extract with recognized soothing properties, it is ideal for refreshing the skin and relieving redness on the face and body after intense sun exposure. We have chosen not to use sulphates, silicones, parabens, animal derivatives, artificial colours, nanoparticles. It contains 96.40% ingredients of natural origin.

#### CHARACTERISTICS

The fresh gel texture gives relief and hydration to the skin after intense sun exposure. Thanks to the soothing and decongestant activity of aloe, the skin is revitalized and rebalanced, while argan oil is used to soothe and decongest the skin. Provides nourishment and protection by promoting the restoration of the skin barrier.

#### STRENGTHS

Refreshing gel texture.  
MOISTURIZING AND SOOTHING ACTION.

#### HOW IT WORKS

ALOE VERA JUICE rich in polysaccharides, vitamins, amino acids and minerals has recognized calming, refreshing and soothing properties that rebalance and restore normal hydration to the skin. ECOCERT CERTIFIED ORGANIC ARGAN OIL Precious characteristic oil of the northern part of Morocco obtained from fair trade crops. From the fruit, through the cold pressure method, the oil rich in tocopherols and linoleic acid (omega 6) is obtained. Strongly moisturizing and with antioxidant action promotes an action of restoration of the skin barrier.

#### HOW TO USE

Apply to face and body where redness caused by intense sun exposure is present. Reapply freely whenever you feel the need. Combine use with Sun Soul aftersun or your own face cream.

#### RECOMMENDED

Ideal for all skin types.

### COMPLEMENTARY PRODUCTS



WATER SOUL  
ECO SUN CREAM SPF30



WATER SOUL  
ECO SUN CREAM SPF50



WATER SOUL  
SHOWER GEL



SUN SOUL  
FACE CREAM



SUN SOUL  
BODY CREAM

## WATER SOUL AT A GLANCE - HOME CARE

Next-generation, ultra-conscious sun product line designed to ensure maximum protection and comfort to the person combined with the respect of the aquatic ecosystem.

VERY WATER RESISTANT formulas with next-generation, photostable, non-hydrosoluble UVA and UVB FILTERS without NANO technologies for a complete protection with the lowest environmental impact.

DNA-DEFENSE BIOMIMETIC PEPTIDE triggers DNA repair.

ALOE VERA JUICE rich in polysaccharides, vitamins, amino acids and minerals, it refreshes, soothes and balances the skin.

|            | PRODUCT  | DESCRIPTION  | INGREDIENTS AND ACTIONS   | RESULTS   | SELLING TIPS  | COMPLEMENTARY PRODUCTS   |
|------------|--|--|---|---|---|--|
| PROTECTION |  <p><b>WATER SOUL</b><br/>ECO SUN CREAM SPF30<br/>pH 5.5-6.5<br/>150 ml</p>   | <p>sustainable sunscreen</p> <p>high protection UVA UVB</p> <p>very water resistant 80 minutes</p> <p>silicone-free.</p> <p>72% natural-origin ingredients</p> | <p>UVA and UVB FILTERS of the latest generation and photo-stable</p> <p>DNA-DEFENSE BIOMIMETIC PEPTIDE protects and repairs DNA</p> <p>ABISSINIAN OIL preserves hydration and nourishes</p> | <p>protects the skin while minimizing the impact on the environment</p> | <p>designed for people who care about the environment</p> <p>ideal for all skin types</p> <p>particularly suitable for those who practice water and outdoor sports</p> <p>fragrance-free, ideal for face and body</p>         |  <p>WATER SOUL ECO SUN CREAM SPF50</p>  <p>WATER SOUL ALOE GEL</p>  <p>WATER SOUL ECO SHOWER GEL</p>  <p>SUN SOUL FACE CREAM</p>  <p>SUN SOUL BODY CREAM</p>                |
|            |  <p><b>WATER SOUL</b><br/>ECO SUN CREAM SPF50<br/>pH 6.0-7.2<br/>150 ml</p> | <p>sustainable sunscreen</p> <p>high protection UVA UVB</p> <p>very water resistant 80 minutes</p> <p>silicone-free.</p> <p>69% natural-origin ingredients</p> | <p>UVA and UVB FILTERS of the latest generation and photo-stable</p> <p>DNA-DEFENSE BIOMIMETIC PEPTIDE protects and repairs DNA</p>   | <p>protects the skin while minimizing the impact on the environment</p> | <p>designed for people who care about the environment</p> <p>ideal for all skin types</p> <p>particularly suitable for those who practice water and outdoor sports</p> <p>fragrance-free, ideal for the body</p>              |  <p>WATER SOUL ECO SUN CREAM SPF30</p>  <p>WATER SOUL ALOE GEL</p>  <p>WATER SOUL ECO SHOWER GEL</p>  <p>SUN SOUL FACE CREAM</p>  <p>SUN SOUL BODY CREAM</p>       |
| AFTERSUN   |  <p><b>WATER SOUL</b><br/>ECO SHOWER GEL<br/>pH 6.0-7.2<br/>200 ml</p>      | <p>delicate sustainable shower gel</p> <p>Without SLES, SLS</p> <p>Delicate surfactants leave the skin soft</p>  | <p>SURFACTANT FROM OLIVE OIL skin-friendly cleanses gently</p> <p>NATURAL SURFACTANTS effective and respectful cleansing</p>  | <p>cleanses skin and hair minimizing the impact on the environment</p>  | <p>designed for people who care about the environment</p> <p>ideal for all skin types</p> <p>particularly suitable for those who practice water and outdoor sports</p> <p>biodegradable fragrance ideal for body and hair</p> |  <p>WATER SOUL ECO SUN CREAM SPF30</p>  <p>WATER SOUL ECO SUN CREAM SPF50</p>  <p>WATER SOUL ALOE GEL</p>  <p>SUN SOUL FACE CREAM</p>  <p>SUN SOUL BODY CREAM</p> |
|            |  <p><b>WATER SOUL</b><br/>ALOE GEL<br/>pH 5.0-6.0<br/>150 ml</p>            | <p>refreshing and soothing gel</p> <p>silicone-free</p> <p>69% natural-origin ingredients</p>  | <p>ALOE VERA JUICE to refresh and soothe the skin.</p> <p>ECOCERT CERTIFIED ORGANIC ARGAN OIL moisturizing and antioxidant helps to restore the skin barrier.</p>                           | <p>helps to soothe redness caused by long exposure to the sun</p>       | <p>designed for people who care about the environment</p> <p>ideal for all skin types</p> <p>particularly suitable for those who practice water and outdoor sports</p> <p>fragrance-free, ideal for face and body</p>         |  <p>WATER SOUL ECO SUN CREAM SPF30</p>  <p>WATER SOUL ECO SUN CREAM SPF50</p>  <p>WATER SOUL ALOE GEL</p>  <p>SUN SOUL FACE CREAM</p>  <p>SUN SOUL BODY CREAM</p> |

## WATER SOUL

|  |
|--|
| BENZOPHENONE -3<br>(OXYBENZONE)                  |
| BIODEGRADABILITY                                 |
| BIS-ETHYLHEXYLOXYPHENOL<br>METHOXYPHENYLTRIAZINE |
| BUTYL<br>METHOXYDIBENZOYLMETHANE<br>(AVOBENZONE) |
| CHEMICAL FILTERS                                 |
| CORAL BLEACHING                                  |
| DIETHYLAMINO<br>HYDROXYBENZOYL BEANZOATE         |
| ETHYLHEXYL<br>METHOXYCINNAMATE (OCTINOXATE)      |
| ETHYLHEXYL SALICYLATE                            |
| ETHYLHEXYL TRIAZONE                              |
| OCTOCRYLENE<br>SBIANCAMENTO DEI CORALLI          |
| PHYSICAL FILTERS                                 |
| TITANIUM DIOXIDE                                 |
| VERY WATER RESISTANT                             |
| WATER RESISTANT                                  |
| ZINC OXIDE                                       |

## GLOSSARY

UVA/UVB chemical filter, risk of endocrine problems and aquatic environmental impact.

Biodegradability is calculated as the sum of the percentage of readily biodegradable raw materials according to OECD 301. This method defines as “readily biodegradable” ingredients that have degraded by at least 70% in 28 days.

UVA/UVB chemical filter, considered not hazardous to the aquatic environment.

UVA chemical filter at risk of aquatic environmental impact.

Synthetic molecules that absorb UV radiation and convert it into a less harmful energy form.

Phenomenon due to marine warming in which the algae that inhabit the coral begin to produce toxic substances instead of the carbohydrates on which it feeds; as a result, the coral expels them and loses its color, remaining white.

UVA chemical filter with low aquatic environmental impact.

UVB chemical filter with low aquatic environmental impact.

UVA filter judged non-hazardous to the aquatic environment.

UVB chemical filter with low aquatic environmental impact.

Non-photostable UVB chemical filter, of which recent studies show some phenomena of contact allergy, especially on skin treated with ketoprofen, an anti-inflammatory drug.

Inorganic powders characterized by a high covering, reflecting and dispersing power of solar radiation.

UVA/UVB physical filter. It is an inorganic powder that cannot be biodegraded and therefore accumulates interfering with coral bleaching.

The product must guarantee that after 80 minutes of immersion<sup>(5)</sup>, an amount of protective factor greater than or equal to 50% of that applied before immersion remains on the skin.

The product must guarantee that after 40 minutes of immersion<sup>(6)</sup>, an amount of protective factor greater than or equal to 50% of that applied before immersion remains on the skin.

UVA/UVB physical filter. It is an inorganic powder that cannot be biodegraded and therefore accumulates interfering with coral bleaching.

<sup>(5)</sup> 4 cycles made up of 20 minutes of immersion + 15 minutes air drying

<sup>(6)</sup> 2 cycles made up of 20 minutes of immersion + 15 minutes air drying



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