

# TOTAL PROTECTION™ NO-SHOW™ MINERAL SUNSCREEN SPF 50

Total Protection™ No-Show™ Mineral Sunscreen SPF 50 is the all-mineral, sheerest-of-the-sheer sunscreen that blends into skin so beautifully you'll forget it's there! This ultra-lightweight formula combines patent pending zinc oxide with skin-quenching hydration that leaves skin feeling velvety soft while proprietary EnviroScreen® Technology provides total protection from environmental aggressors, such as UVA/UVB, pollution, blue light, and infrared radiation (IR).

**No-Show™ Mineral Sunscreen SPF 50 is Total Protection™ like you've never seen before!**

## FEATURES & BENEFITS

- + Protects from UVA/UVB, blue light, pollution, infrared radiation
  - o SPF 50; PA ++++ / Water/sweat-resistant: 40 minutes
  - o Tested to protect from 38.2% of HEV (blue) light
- + Milky texture blends easily; Looks and feels like nothing, Protects from everything!
- + Weightless moisturization softens and smooths skin texture
- + Barrier-boosting hydration
- + Prevents premature skin aging with dual-defense against free radicals:
  - o Prevents and minimizes formation
  - o Powerful antioxidants neutralize
- + Great for a wider range of skin types and tones
- + Untinted formula is ideal for the whole family
- + Layers well under makeup
- + Free of all chemical active ingredients
- + Oil-free, non-comedogenic, non-greasy
- + Available in two sizes - leave one at home and bring one everywhere



## ACTIVE INGREDIENTS

- + **Patent pending, non-nano zinc oxide 10%:** UVA/UVB, free radical, and HEV defense

## SPECIALTY INGREDIENTS

- + **LIPOCHROMAN™:** Powerful antioxidant that helps prevent skin aging due to pollution and other environmental aggressors
- + **Bisabolol:** Soothing agent derived from chamomile oil that helps to calm and condition the skin
- + **InfraGuard:** Combination of tara tannins, a powerful antioxidant, and organic sunflower sprouts that help to protect skin against the aging effects of infrared radiation
- + **Silver Ear Mushroom Extract:** Significantly more hydrating than hyaluronic acid. Proven to provide immediate hydration and improve skin's ability to retain moisture. Also provides antioxidant support to defend against premature skin aging

## HOW TO USE

- + Shake well before each use. Apply liberally and evenly to face and body. Blend well - take a few extra seconds to blend thoroughly, then allow to set. This may take a minute or two. As with all sunscreens, reapply at least every 2 hrs.
- + **Pro Tips:**
  - o Ensure complete SPF coverage:
    - Apply at least a nickel-sized amount OR generously dispense onto the length of 2 fingers then apply to face
    - Use additional product for neck and body
  - o For deeper skin tones, apply gradually in small amounts, blending in between layers until the full amount is applied

## WHY TOTAL PROTECTION™ NO-SHOW™ MINERAL SPF 50 SUNSCREEN?

Finally, the true solution for customers seeking untinted, all-mineral SPF and don't want to compromise between skin that is protected *and* looks great. Have total confidence putting away the chemical or mineral/chemical hybrid and "white-casty" mineral SPFs and recommend the No-Show™ Mineral. **Total Protection™ No-Show™ Mineral Sunscreen delivers untinted, all-mineral, high-performance (SPF 50/PA+++ with 40 min water resistance) sunscreen, with the optimal aesthetic appearance that looks like nothing but skin!**

- + Ideal for people who prefer an untinted, all-mineral sunscreen but find them hard to use/blend due to white cast, including a wide range of melanin levels in skin. Also ideal for men who avoid tinted formulas
- + Ideal for people who don't like wearing sunscreen b/c they find them heavy and sticky, and are looking for a lightweight, non-greasy, residue-free option that leaves skin feeling smooth
- + Perfect for your existing Total Protection™ loyalists who want to add an untinted, all-mineral option to their SPF wardrobe for certain occasions (ie. sports, casual day, makeup-free days, use on body, etc.), or for an option to use for the whole family
- + Convert your remaining sunscreen-resistant clients who now have no excuses to leave skin unprotected
- + 100% mineral protection that's free of any chemical active ingredients and is suitable for sensitive skin types
- + Layers well with any Total Protection™ Brush-on Shield SPF 50 for all-day protection

COLORESCIENCE PRODUCTS ARE 100% FREE FROM PARABENS, PHTHALATES, SYNTHETIC FRAGRANCE, ANIMAL TESTING, TALC, DYES, MINERAL OILS, DRYING ALCOHOLS & CHEMICAL SUNSCREEN.

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