# SUMMER PARADISE _ SUN PRODUCTS

All Vagheggi sun products are eco-friendly and comply with the guidelines of both marine biologists and innovative research on ultraviolet filtration systems, to ensure marine life and biodiversity are fully protected.

## ECO- AND SKIN-FRIENDLY SUNSCREEN SYSTEMS

We used an innovative protection system consisting of three easily biodegradable chemical sunscreens and a non-nano mineral sunscreen (i.e. that does not contain nanoparticles), optimally dosed to provide UVA and UVB protection with the minimal amount of sunscreen and a high-performance texture.The sunscreens used do not build up on the skin, are highly photostable and guarantee long-lasting protection.

## BIODEGRADABILITY

The Summer Paradise range was formulated by researching the best environmental profile; biodegradable formulas with a reduced impact on the aquatic environment to protect both the skin and the sea. On average, Vagheggi suncare products are more than 75% biodegradable and their impact on the environment is negligible.

## SENSORIALITY

Ultra-sensory textures and fragrances that trigger olfactory memory and a sensation of summer wellbeing and freshness.

## PACKAGING

The decision to exclude the box and leaflet from the pack has been made to reduce the environmental impact of waste disposal. For tube production, we have chosen Braskem, a renewable bio-based material. The use of sugar cane-derived polyethylene during the production cycle means that atmospheric CO2 emissions are reduced. The suncare display unit has been designed to eliminate polystyrene and give priority to recyclable corrugated cardboard.

# ACTIVE INGREDIENTS

### LIANA EXTRACT
An innovative active ingredient that combats the dark sun phenomenon and the negative effects of ultraviolet (UVA and UVB) and infrared (IR) rays in general, has been obtained from Entada Phaseoloides, a liana found in tropical regions.

### TANNING STIMULATORS
**Kola nuts**: tree of the Cocoa family (Sterculiaceae), typically found in tropical regions. Large quantities of juglone with keratinising properties are found in the husk of the kola nut; this molecule reacts with the keratin to form a brown complex, which also selectively shields against UVB rays.

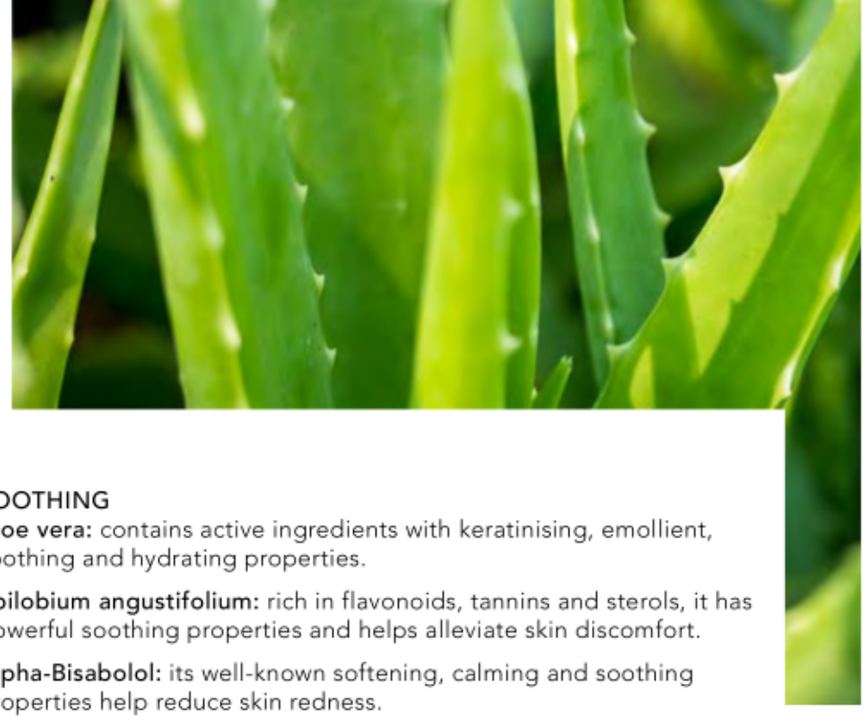
**Octapeptide-5:** latest generation neuropeptide and tan accelerator. The peptide binds to the surface receptor of the melanocyte stimulating the formation of the necessary enzymes for pre-melanin synthesis.

### ANTIOXIDANT AND ANTI-AGEING
**Vitamin e, tocopherol acetate:** powerful antioxidant properties neutralise the free radicals that form during sun exposure, damaging the cells;

**Panthenol, provitamin b5:** hydrating, antioxidant and protective properties;

**Sodium hyaluronate:** deeply hydrates and fills fine wrinkles;

**Beta-glucan:** a polysaccharide that stimulates fibroblast proliferation and is involved in the healing process; it therefore has excellent regenerating and anti-wrinkle properties. Beta-glucan protects against oxidative damage caused by UV radiation.



### SOOTHING
**Aloe vera:** contains active ingredients with keratinising, emollient, soothing and hydrating properties.

**Epilobium angustifolium:** rich in flavonoids, tannins and sterols, it has powerful soothing properties and helps alleviate skin discomfort.

**Alpha-Bisabolol:** its well-known softening, calming and soothing properties help reduce skin redness.

### NOURISHING
**Murumuru butter:** rich in unsaturated fatty acids such as oleic acid (omega-9) and linoleic acid (omega-6), which protect, repair and elasticise the skin.

**Buriti Oil:** the buriti is the fruit of one of the largest palm trees in the Amazon rainforest: the Mauritia flexuosa. Buriti oil, rich in carotenoids and provitamin A, has antioxidant and regenerating properties.

**Shea Butter:** obtained from the seeds of the large shea tree of Central Africa. Shea butter provides sun protection and has firming and anti-wrinkle properties.

**Jojoba Oil:** the evergreen Simmondsia chinensis tree is native to the deserts of Central America: its seeds yield an oil rich in waxy esters that nourish the skin.

**Commiphora Mukul:** an Indian tree in the Burseraceae family; its resin has slimming properties.

## TRENDS

**37%** Consumers sensitive to eco-sustainability issues

**52%** Consumers willing to pay more for sustainable, eco-friendly cosmetics

## "I LOVE CORALS" LOGO

There is still a long way to go in terms of finding a balance between man and the environment. Although international legislation and certifications are not yet aligned, the aim is to develop formulas with environmental compatibility and human safety in mind. In compliance with the Hawaii Reef Bill, Vagheggi has developed a holistic and sustainable suncare range, selecting plant based ingredients and developing formulas that respect nature and optimise skin protection while guaranteeing a safe, radiant tan. All our suncare products feature the "Amo i coralli " ("I love coral") logo to communicate the company's sustainable vision in response to rising ethical awareness.

## HIGH AND VERY HIGH PROTECTION

### ANTI-AGEING FACIAL SUN CREAM SPF30 UVA – 50 ML TUBE – 440107

Ocean-friendly sun cosmetic that protects the skin. Apply frequently and generously. Suitable for those who want to prevent dark spots and the onset of wrinkles. With tan accelerator.

### ANTI-AGEING FACIAL SUN CREAM SPF50+ UVA – 50 ML TUBE – 440118

Ocean-friendly sun cosmetic that protects the skin. Apply frequently and generously. Excellent for combating photoageing, free radicals and dark spots on the face, neck and neckline.

### BRONZING CREAM SPF50+ UVA – 150 ML TUBE – 440108

Ocean-friendly sun cosmetic. A water resistant, anti-sand formula suitable for very fair or demanding skin and for children. In children, the cream must be reapplied several times a day (every 2 hours or so) to provide the correct level of protection as sweating and the passage of time can reduce its effectiveness. Apply frequently and generously.

### BRONZING MILK SPRAY SPF30+ UVA – 150 ML BOTTLE – 440106

Ocean-friendly sun micro-emulsion. Suitable for fair or demanding skin. Practical alcohol-free, water resistant spray with 360 degree spray nozzle. Easy to apply and ideal for those who practice sports. Apply frequently and generously. massage oil.

### TANNING MILK SPF50+ UVA – 150 ML BOTTLE – 440109

Ocean-friendly sun micro-emulsion. Suitable for very fair or demanding skin. Practical alcohol-free water resistant spray, with 360 degree spray nozzle. Easy to apply and ideal for those who practice sports. Apply frequently and generously.

### WATER RESISTANT SUN STICK SPF50+ UVA DELICATE AREAS, DARK SPOTS AND IMPERFECTIONS – 9 ML STICK – 430115

Plant oils and butters guarantee greater staying power. Ideal for protecting exposed sensitive areas and dark spots; also excellent for children. The practical handbag size is perfect for use on-the-go.

# LOW AND MEDIUM PROTECTION

### TANNING SPRAY SPF 20 UVA – BOTTLE 150 ML – 430119

The special nozzle delivers a fine mist, making it quick-to-apply. Leaves a dry, silky finish. Water resistant, alcohol-free, anti-sand formula. 360 degree spray nozzle: can be sprayed upside down for easy and continuous all-over-body application. Ideal for those who practice sports. Apply frequently and generously.

### TANNING CREAM SPF15 UVA – TUBE 150 ML – 440104

Ocean-friendly sun cosmetic that protects the skin. Ideal for those able to opt for lower sun protection with the guarantee of skin that is always soft and hydrated. Apply frequently and generously.

### SLIMMING TANNING OIL SPF20 UVA– BOTTLE 150 ML – 440105

Multi-tasking formula. Ocean-friendly suncare that tans, protects and slims the body. Apply frequently and generously. Silky, sensory texture. Water resistant.

### TANNING SOLAR WATER SPF10 UVA – BOTTLE 150 ML – 440120

Innovative water with sunscreens that provides low sun protection and leave skin feeling refreshed. Non-sticky. Leaves no white marks. Ultra-light and ultra-fresh spray texture. Shake well before use. Spray frequently and generously. massage oil.

### INTENSIVE TANNING GEL – JAR 200 ML – 440102

Fondant gel with a luxurious texture and vanilla fragrance that melts into the skin leaving it silky. Provides no sun protection while nourishing the skin and stimulating melanin production for a perfect tan.

### 2:1 TANNING PREPFIXING GEL – TUBE 150 ML – 440101

Prepares face and body for a deep, long-lasting tan. Apply a few hours or even a few days before sun exposure. Reapply after sun exposure for a long-lasting tan and soft, hydrated skin.

# AFTER SUN

### MONTEROSA COOLING HYDRATING LOTION MIST – BOTTLE 200 ML – 430117

Fresh spring water filters from the peaks of the Monte Rosa glacier, through deep crystalline rocks, emerging clear and pure at the source. A restorative mist for use both during and after sun exposure. Hydrates, keeps skin radiant and evens out the skin tone of face and body; used daily it acts as a booster for other cosmetic products; delivers a refreshing, wet-look finish when spritzed over make-up.

### ANTI-WRINKLE FACIAL AFTER SUN CREAM – TUBE 50 ML – 440110

Soothes and maintains, for a deep, even tan. Combats photoageing and the effects of the dark sun.

### AFTER SUN SHAMPOO AND SHOWER GEL – TUBE 250 ML – 440111

Gel developed to cleanse hair and skin after sun exposure. Gently cleanses and refreshes, leaving hair soft and skin velvety.

### COOLING HYDRATING AFTER SUN – TUBE 250 ML – 440112

Soothes and maintains, for a deep, even tan. Combats photoageing and the effects of the dark sun.

### HYDRATING, COOLING AND SOOTHING MASK – BOX CONTAINING 10 SACHETS – 440213

A cooling and soothing treatment that is ideal for use after sun exposure or as required. Each sachet contains a practical fabric mask soaked in precious active ingredients that combat photoageing and the effects of the dark sun. Single-use.