Pretty Powerful

DNA Damage Control™ **SmartSunscreens**

NEOVA®
SmartSunscreens

NEOVA SmartSunscreens Change Everything.

DNA Damage Control SmartSunscreens offer a new level of protection against damaging UVA and UVB rays while significantly improving the appearance of photoaged skin. SmartSunscreens offer the best defense against skin photodamage, providing **complete daily photoprotection.**

SmartSunscreens Hyper-Protect + Visibly-Repair the Visible Signs of Photodamage.

> Breakthrough DNA repair technology with light-activated enzymes helps reduce the appearance of photodamage.

> Zinc oxide and titanium dioxide offer high-performance physical UVA/UVB protection.

> Octinoxate and octisalate filter UVB rays.

Breakthrough Technology.

DNA Damage Control sunscreens defend against UV insults with the newest, most powerful technology: liposome-encapsulated DNA repair enzymes. Clinical studies document the role of these enzymes in reducing the visible consequences of UV-induced damage.

> Photolysomes. A hyper-efficient liposome- encapsulated DNA repair enzyme, photolyase, derived from plankton, is unique in its ability to reduce visible signs of photodamage to skin.

> Endosomes. A liposome-encapsulated extract from the marine microbe Micrococcus Lysate. Extremely UV resistant, the extract contains the enzyme UV-endonuclease, which improves the appearance of sun-damaged skin.

DNA Repair Enzyme Effect on Skin–Minutes to Reach Sunburn:

UV Protection ***increased by 300%*** *in one hour.*[3]

Photodamage Occurs Every Day.

Every day, even in cloud cover, ultraviolet [UV] radiation assaults exposed skin. UV-induced damage is cumulative; its effects account for nearly all visible signs of premature aging and non-melanoma skin cancers.[1]

> UVB radiation [burning rays] inflicts damage to the skin's superficial epidermal layers.

> UVA radiation [aging rays] penetrates skin more deeply, damaging cells where skin cancers originate.

DNA Repair Enzyme Effect on Skin:

DNA damage was ***reduced by 45%*** *in one hour.*[2]

The Effects of UV Exposure on DNA.

DNA controls the genetic program of the skin and the greatest threat to it comes from the sun. Skin DNA absorbs both UVA and UVB radiation. Each incidence of exposure triggers a complex response to the damage, whether or not sunburn forms. After decades of repeated damage and response cycles, the effects surface and become visibly apparent.

The consequences of unrepaired DNA damage to the skin are enormous. In the early stages, damage appears as texture and tone loss, wrinkle formation and hyperpigmentation; in the end stages, skin cancers may result.

AWARDED 2015 NOBEL PRIZE IN CHEMISTRY
DNA REPAIR SCIENCE

Award-Winning DNA Repair Technology

The 2015 Nobel Prize for Chemistry was awarded to three pioneering scientists who have shown how several DNA repair systems function to repair damaged DNA. The same DNA repair science that won the 2015 Nobel Prize in Chemistry is used in **NEOVA DNA Damage Control.**

Now that's SmartScience, with the most advanced technology available.

Complete Photoprotection in Three Advanced Formulations.

Designed for use as part of a regular skin care regimen, broad spectrum NEOVA DNA Damage Control SmartSunscreens provide **a new level of protection like no other**.

> Delivers high-performance protection against the aging and burning effects of UVA/UVB rays.

> Defends against the visible signs of DNA skin damage from the sun.

SmartScience.
SmartSunscreens.

DNA Damage Control SILC SHEER 2.0 [Broad Spectrum SPF 40]

Photo Finish Tint, 2.5 fl. oz.

An advanced physical sunscreen for the face with the cosmetic benefit of a skin-perfecting sheer tint that evens out skin tone. This smart formulation features two physical sunscreens, two light-diffusing factors and EGT, a hyper-antioxidant for enhanced protection and luminosity. Perfect alone or as makeup primer.

> Transparent zinc and micronized titanium dioxide, two highly effective physical sunscreens, provide sheer protection and defend against broad spectrum UVA/UVB exposure.

> Octinoxate filters UVB rays.

> Liposome-encapsulated DNA repair enzymes restrict the appearance of sun-inflicted DNA damage.

> L-ergothioneine [EGT], the hyper-antioxidant, provides amplified free-radical defense.

> Sheer tint and light-diffusing spheres illuminate and instantly reduce visible imperfections.

> Water-resistant [80 minutes] + oil-free.

DNA Damage Control ACTIVE [Broad Spectrum SPF 43]

Optimal Defense, 3.0 fl. oz.

A fast-absorbing, water-resistant physical sunscreen for the face and body, ideal for everyday use and ultra-active wear.

> Transparent zinc, a highly effective physical sunscreen, defends against broad spectrum UVA/UVB exposure.

> Octinoxate and octisalate filter UVB rays.

> Liposome-encapsulated DNA repair enzymes restrict the appearance of sun-inflicted DNA damage.

> L-ergothioneine [EGT], a super antioxidant, along with Vitamins C provides hyper-antioxidant defense.

> Water-resistant [80 minutes] + oil-free.

DNA Damage Control EVERYDAY [Broad Spectrum SPF 44]

For the Face, 2.5 fl. oz.

An elegant, lightweight moisturizing formula designed especially for daily photoprotection of the face, neck, décolletage and back of hands.

> Transparent zinc, a highly effective physical sunscreen, defends against broad spectrum UVA/UVB exposure.

> Octinoxate and octisalate filter UVB rays.

> Liposome-encapsulated DNA repair enzymes restrict the appearance of sun-inflicted DNA damage.

> L-ergothioneine [EGT], a super antioxidant, along with Vitamins C and E provides hyper-antioxidant defense.

> Sodium hyaluronate delivers oil-free hydration.

1. Skin Cancer Foundation, www.skincancer.org, Accessed 4/19/11

2, 3. Stege H, Roza L, Vink AA , et al. Enzyme plus light therapy to repair DNA damage in ultraviolet-B-irradiated human skin. Proc Natl Acad Sci. 2000; 97(4).

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