SUNSCREENS

Sunscreens Can Prevent Skin Cancer.

"I know New Zealanders like competing against Australians, but a competition I would rather lose is for having the highest skin cancer rate in the world! As a skin cancer doctor, educator and scientist, I am concerned about the lack of proper sunscreens, improper use, and the health and environmental effects of several sunscreens.

After years research and testing, I am pleased to present my skincare range – developed in New Zealand for harsh Australasian conditions and manufactured in an FDA-certified facility in the USA."

What sunscreen is right for you?

Sunscreens must protect against ultraviolet A and B rays from the sun (A=skin Aging, B-sun Burn). Broad spectrum sunscreens (usually > SPF 15) protect against both UVA and UVB. SPF= Sun Protection Factor

SPF 30 (lets in 1 in 30 harmful rays) 97% protection

SPF 50 (lets in 1 in 50 harmful rays) 98% protection

In Asia people often use sunscreens to avoid tanning and using UV-absorbing chemicals in sunscreens can make Asian or brown skin darken or tan more easily – the opposite of the effect desired! This will not happen when using the DrSharad[MD] sunscreen as it contains no UV-absorbing chemicals, making it suitable for all skin types.

Why a mineral sunscreen?

Mineral sunscreens in general use minerals (zinc and titanium) to coat skin and keep harmful rays out. Chemicals such as oxybenzone, used as filters in sunscreens, can cause hormone or endocrine disruption, meaning they may interfere with the body's hormone systems causing developmental or neurological effects. Other chemicals such as homosalate that penetrate skin to make sunscreens last longer or cause less redness are also implicated, while others like PABA or bergamot can cause skin reactions. The DrSharad[MD] sunscreens do not contain any such potentially hormone-disrupting chemicals.

Why the concern about nanoparticles?

Minerals like zinc or other chemicals are made into tiny nanoparticles so that sunscreens can be made thinner (and less whitening). However, some scientists have expressed concern that nanoparticles may get into the bloodstream, or our cells cannot get rid of these particles. While opinions are divided as to the extent of the risk, DrSharad[MD] sunscreen has no nanoparticles.

Can sunscreens damage coral-reefs?

Sunscreens can wash off your body when swimming and enter the marine environment. Many chemical sunscreen ingredients, such as oxybenzone, can kill coral cells and damage coral reefs.
The sunscreens are free of such chemicals and are coral reef friendly. These products also do not contain any parabens, any formaldehyde-donors, any urea-derivatives, or any isothiazolinones as preservatives. Even though these products contain synthetic compounds, whenever possible, ingredients that come from nature have been formulated.

When others claim high, we go low.

Our sunscreens are tested for all major international standards including ANZ, EU and US standards. After 80-minute water immersion our sunscreens still achieve an SPF of 36-39 under stringent TGA standards. Under FDA testing standards our sunscreens achieved an SPF > 45. However, we deliberately claim an SPF of 30 for two reasons:

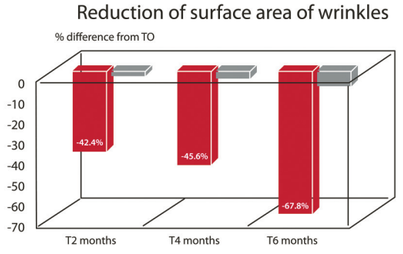
1. There is very little difference between SPF 30 and 50. Rest assured our environmentally-friendly mineral sunscreens will offer you safe and maximal protection for outdoor and beachy lifestyles.
2. While testing methods vary between countries, virtually no other mineral sunscreen on the market can offer such high levels of water -resistance and sun-protection.

ANTI-AGING SKINCARE PRODUCTS

Sun Damage is the Most Common Cause of Aging.

Many plant and fruit extracts that contain AHA and BHA (alpha- and beta- hydroxy-acids) have been blended with peptides to produce super-effective anti-aging products.

Peptides used in the DrSharad[MD] range have been proven in clinical studies and some are listed below



- 60 women with sun-damaged skin were tested over 12 months- reduction of facial wrinkles published in a major dermatology journal [1]
- Palmitoyl Tripeptide-1, another peptide used in DrSharad[MD] range is better than retinols used in antiaging creams as it causes less skin irritation. Collagen production increases, epidermis is strengthened, and wrinkles are diminished in just 4 weeks [2]
- Cream contining palmitoyl tripeptide-1, found in DrSharad[MD] range when applied daily for 4 weeks showed significant reductions in wrinkle length, depth and skin roughness [3]

[1] Watson, R.E.; Ogden, S.; Cotterell, L.F.; Bowden, J.J.; Bastrilles, J.Y.; Long, S.P.; Griffiths, C.E. Effects of a cosmetic 'anti-ageing' product improves photoaged skin. Br. J. Dermatol. 2009, 161, 419–426

[2] Lintner, K.; Peschard, O. Biologically active peptides: From a laboratory bench curiosity to a functional skin care product. Int. J. Cosmet. Sci. 2000, 22, 207–218

[3] Schagen, S. Topical Peptide Treatments with Effective Anti-Aging Results. Cosmetics 2017, 4(2), 1-6

Caution:

All skincare products, however carefully formulated, can cause allergies or skin reactions in some people. We advise people to "patch test" any new skincare product by applying a dab on the inside of an arm to make sure there is no skin irritation.

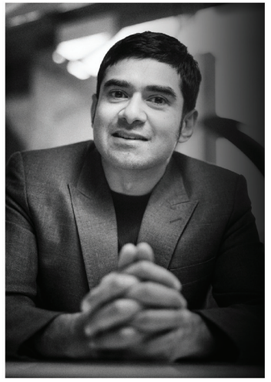
Due to the potent nature of natural extracts or peptides, you may feel some tingling or stinging when you apply the product for the first time.

You will also feel your skin tightening while using our anti-aging products. This will not normally result in redness or skin reactions.

"Most people who come to see me for skin cancer checks are of European descent and especially concerned about sun-damage, bags under eyes or wrinkling of skin around the face, neck and chest regions.

Indian sub-continental and Asian skin types are more concerned about dark circles around eyes.

These anti-aging skincare products containing potent peptides and plant extracts have been especially formulated to address these issues."



Mineral Sunscreen SPF 30

Key Features:

Mineral sunscreen with SPF 30
Broad spectrum
No UV absorbing chemicals
Water resistance 80 min*
Will not smudge makeup
Helps prevent aging and cell damage
*maximum claimable under FDA

coral reef friendly

no nano particles

no animal testing

Active ingredients:

Zinc Oxide 10%, Titanium Dioxide 5.5%
Ingredients:
Water/Aqua/Eau
Caprylyl Methicone
C12-15 Alkyl Benzoate
Cyclopentasiloxane
Lauryl PEG-9
Polydimethylsiloxyethyl Dimethicone
Glycerin
Alumina
Sodium Chloride
Methicone
Dimethicone
Polyglyceryl-3
Polydimethylsiloxyethyl Dimethicone
Triethoxysilylethyl Polydimethylsiloxyethyl Hexyl Dimethicone
1,2-Hexanediol
Caprylyl Glycol
Dimethicone/PEG-10/15 Crosspolymer
Disteardimonium Hectorite
Polyhydroxystearic Acid
Propylene Carbonate
Disodium EDTA
Ethylhexylglycerin
Triethoxycaprylylsilane
Phenoxyethanol

Tinted Moisturiser SPF 30

Key Features:

intensive moisturiser for daily use
designed to blend all skin tones
contains antioxidants & hyaluronic acid
suitable for sensitive skin

coral reef friendly

no nano particles

no animal testing

Ingredients:

Zinc Oxide 10.00%
Titanium Dioxide 5.50%
Inactive Ingredients;
Water
Cyclopentasiloxane
C12-15 Alkyl Benzoate
Caprylyl Methicone
Iron Oxides
Glycerin
Lauryl PEG-9 - Polydimethylsiloxyethyl - Dimethicone Octyldodecyl - Neopentanoate
Dimethicone
Alumina
Sodium Chloride
Sodium Hyaluronate
Tocopherol
Ascorbyl Palmitate
Ethylhexylglycerin
Methicone
Triethoxysilylethyl - Polydimethylsiloxyethyl Hexyl - Dimethicone Polyglyceryl-3
Polydimethylsiloxyethyl - Dimethicone - Dimethicone/PEG-10/15 - Crosspolymer
Disteardimonium Hectorite
Propylene Carbonate
Polyhydroxystearic Acid
Triethoxycaprylylsilane
Phenoxyethanol
*Incidentals: Dipropylene Glycol, Sodium Citrate

FF Crème + Anti-wrinkle Peptides

Facial firming cream
Reduces sagginess/sun-damage of lower face, neck & décolletage
Immediate tightening anti-gravity effect

Key Features:

Unique peptide complexes reduce sagging by stimulating elastin
79% decrease in length and 43% decrease in depth of deep wrinkles
Potent peptides formulated in combination with natural plant extracts

Ingredients:

Water/Aqua/Eau
Glycerin
Isopropyl Palmitate
C12-15 Alkyl Benzoate
Butylene Glycol
Dimethicone
Isododecane
Cetyl Alcohol
Cetearyl Alcohol
Butyrospermum Parkii (Shea) Butter
Pyrus Malus (Apple) Fruit Extract
PEG-100 Stearate
Glycol Distearate
Glyceryl Stearate
Triticum Vulgare (Wheat) Germ Oil
Prunus Amygdalus Dulcis (Sweet Almond) Oil
Prunus Amygdalus Dulcis (Sweet Almond) Seed Extract
Secale Cereale (Rye) Seed Extract
Nelumbo Nucifera Leaf Extract
Sorghum Bicolor Stalk Juice
Tocopheryl Acetate
Ethylhexylglycerin
Allantoin
Calcium Hydroxymethionine
Acetyl Dipeptide-1 Cetyl Ester
Trifluoroacetyl Tripeptide-2
Palmitoyl Tripeptide-1
Palmitoyl Tetrapeptide-7
Pentylene Glycol
Dimethicone/Vinyl Dimethicone Crosspolymer
Acrylates/C10-30 Alkyl Acrylate Crosspolymer
Sodium Polystyrene Sulfonate
Sorbitan Laurate
Polysorbate 20
3-Aminopropane Sulfonic Acid
Hydroxyethylcellulose
Carbomer
Dextran
Sodium Hydroxide
Disodium EDTA
Phenoxyethanol
Incidentals: Sodium Benzoate and Potassium Sorbate

No animal testing

ACE + Peptide Eye Crème

Potent eye serum
Reduces bagginess and dark circles
Brightens aging skin
Stimulates collagen

Key Features

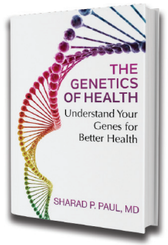
ACE in combination with unique peptides

A: Avocado (anti-oxidants) & Allantoin (anti-inflammatory)
C: Chyrsin, a flavone from honey/propolis & passion flowers
E: Vitamin E to lighten & to brighten skin

Ingredients

Water
Helianthus Annuus (Sunflower) Seed Oil
Glycerin
Dimethicone
Isopropyl Palmitate
Palmitoyl Tripeptide-1
Palmitoyl Tetrapeptide-7
Steareth-20
Chrysin
N-Hydroxysuccinimide
Butylene Glycol
Carbomer
Polysorbate 20
Glycol Distearate
Glyceryl Stearate
PEG-100 Stearate
Stearic Acid
Stearyl Alcohol
Phytonadione
Vitis Vinifera (Grape) Seed Oil
Persea Gratissima (Avocado) Seed Oil
Tocopheryl Acetate
Allantoin
Titanium Dioxide
Tetrasodium EDTA
Triethanolamine
Phenoxyethanol
Ethylhexylglycerin

No animal testing



"Skin is essentially a mural of our lifestyle. In essence, the younger your skin looks, the fitter your bodily systems are."
– Dr Sharad Paul in *The Genetics of Health* (Simon and Schuster, New York)

"Open Heart(ed) Surgeon"
~ TIME magazine

"Since 1996, his Skin Surgery Clinic is known for one of the largest series of skin cancer patients worldwide … In 2015, he was awarded the Ko Awatea International Excellence Award for Leading (Health) Improvement on a Global Scale for "Dr Sharad Paul's role in improving skin cancer management, education and patient-centred care internationally, across several countries."
~ Nature Springer

"Dr Paul has been described in the media as "one of the most inspiring, intelligent and compassionate men you are likely to meet".
~ NZ Medical Association, while awarding Dr Paul its highest award in 2012

Popular international skin books by Dr Sharad Paul

Dr Sharad MD
Pro-Skin Anti-Age®

Dr Sharad MD
Pro-Skin Anti-Age®

WORLD-LEADING SKINCARE FROM NEW ZEALAND

"Suncare is the most important part of skincare"
~Dr Sharad Paul