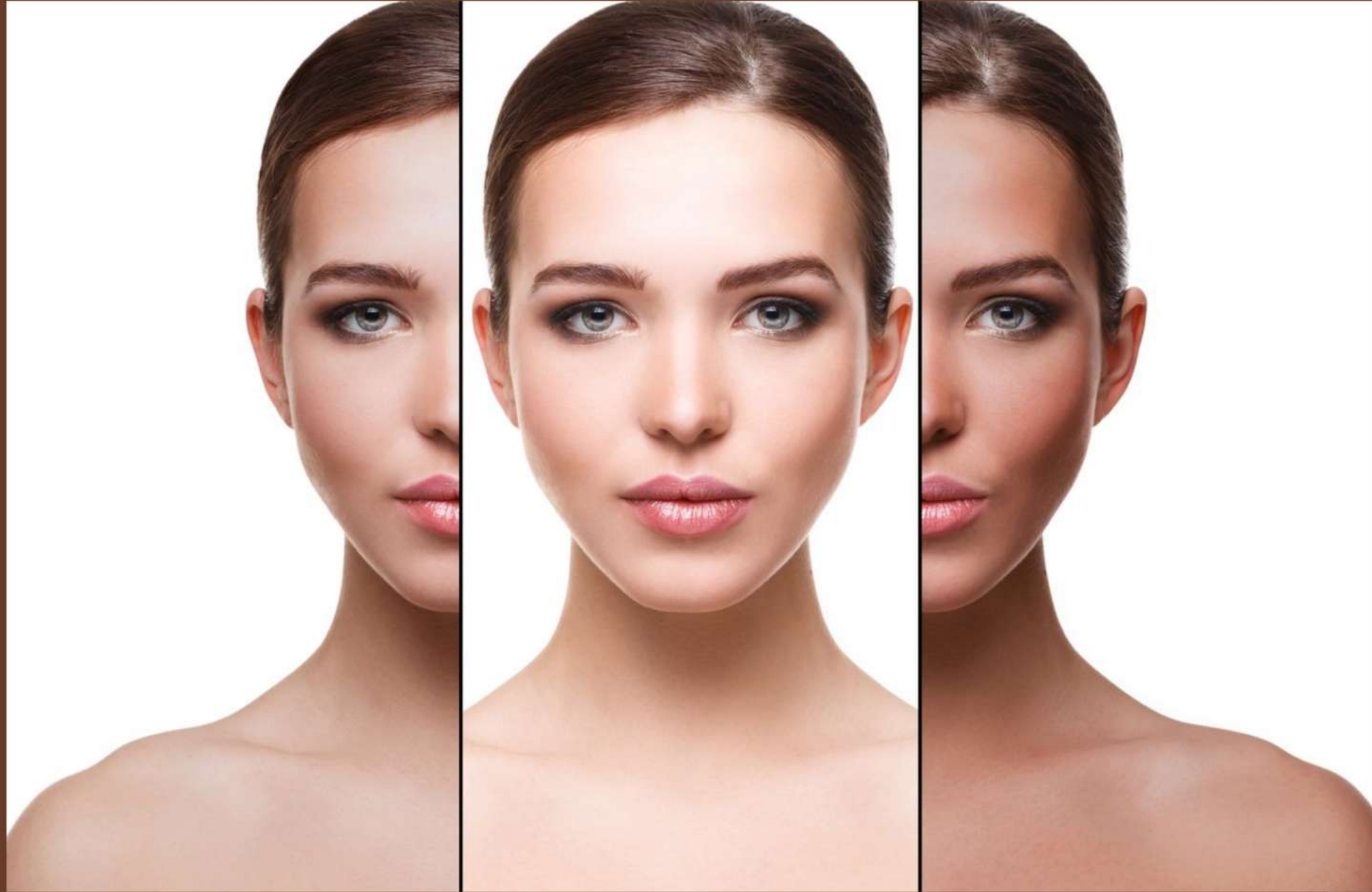




I'M  
GOLDEN



*A woman needs a tan. Golden tan is **chic**.*

(Coco Chanel)





# THE TAN

The goal of many in the summer is to get an **enviable tan**.  
But **prolonged exposure** to the sun **can be harmful** to our  
health!

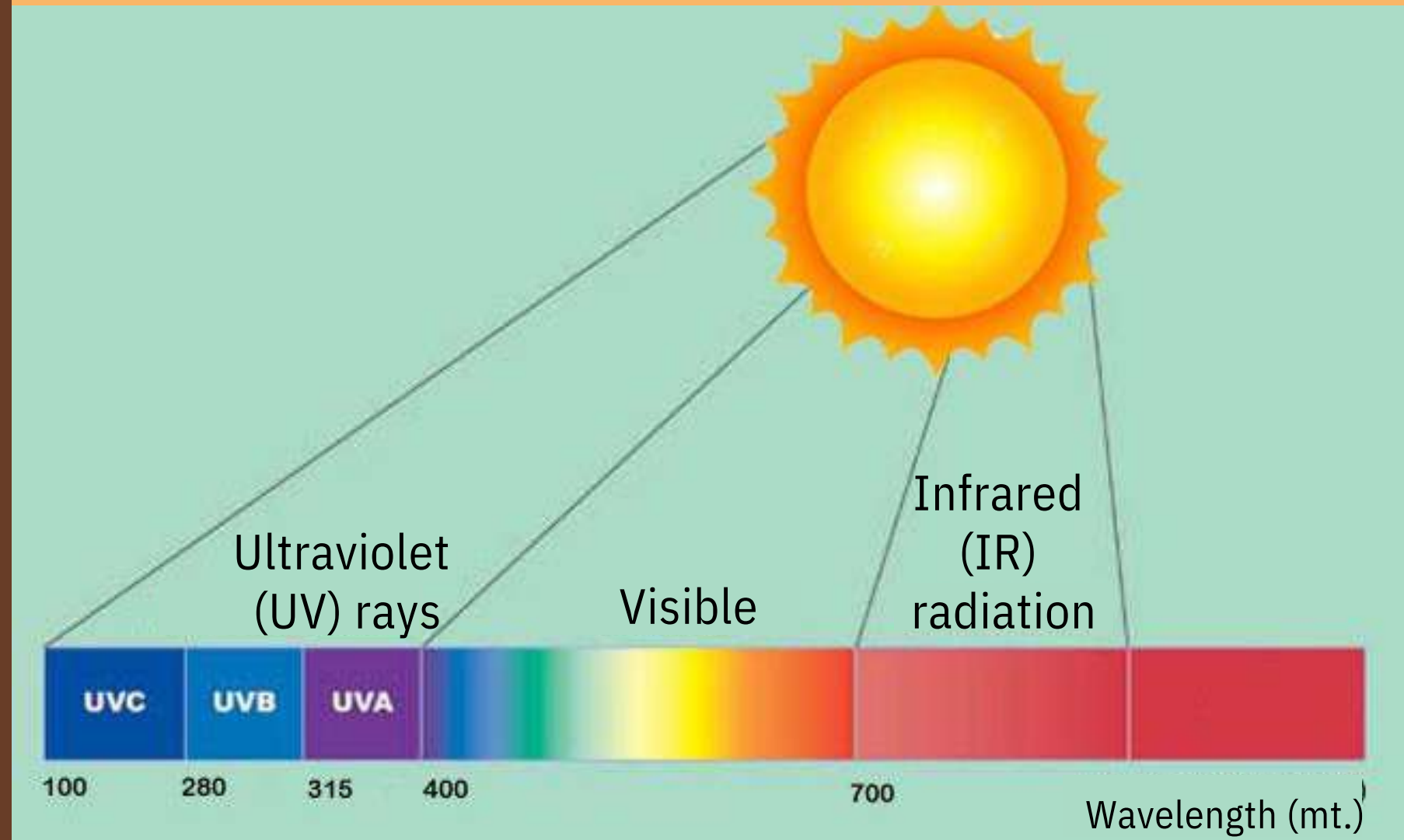
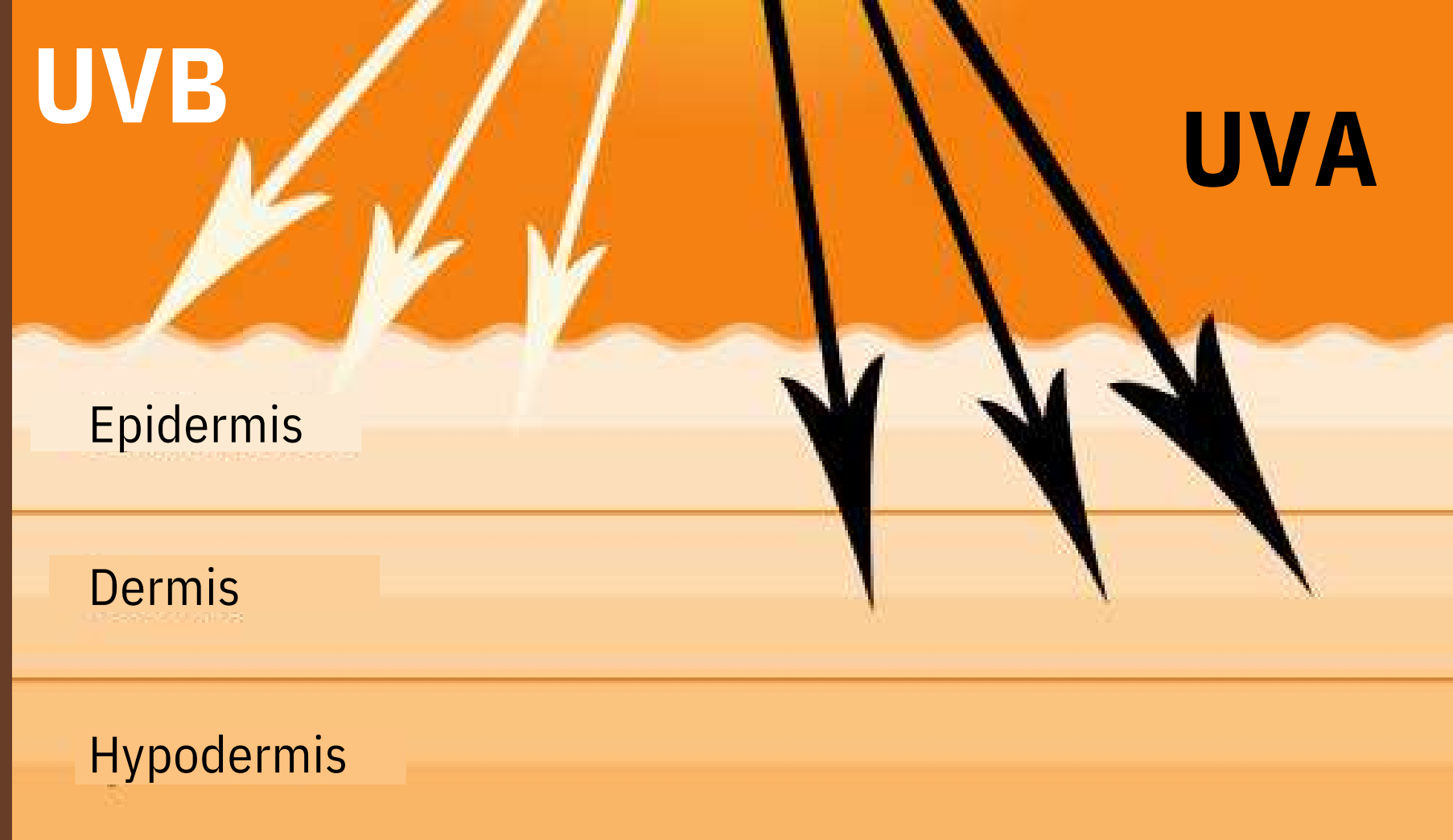


# THE SPECTRUM OF SUNLIGHT

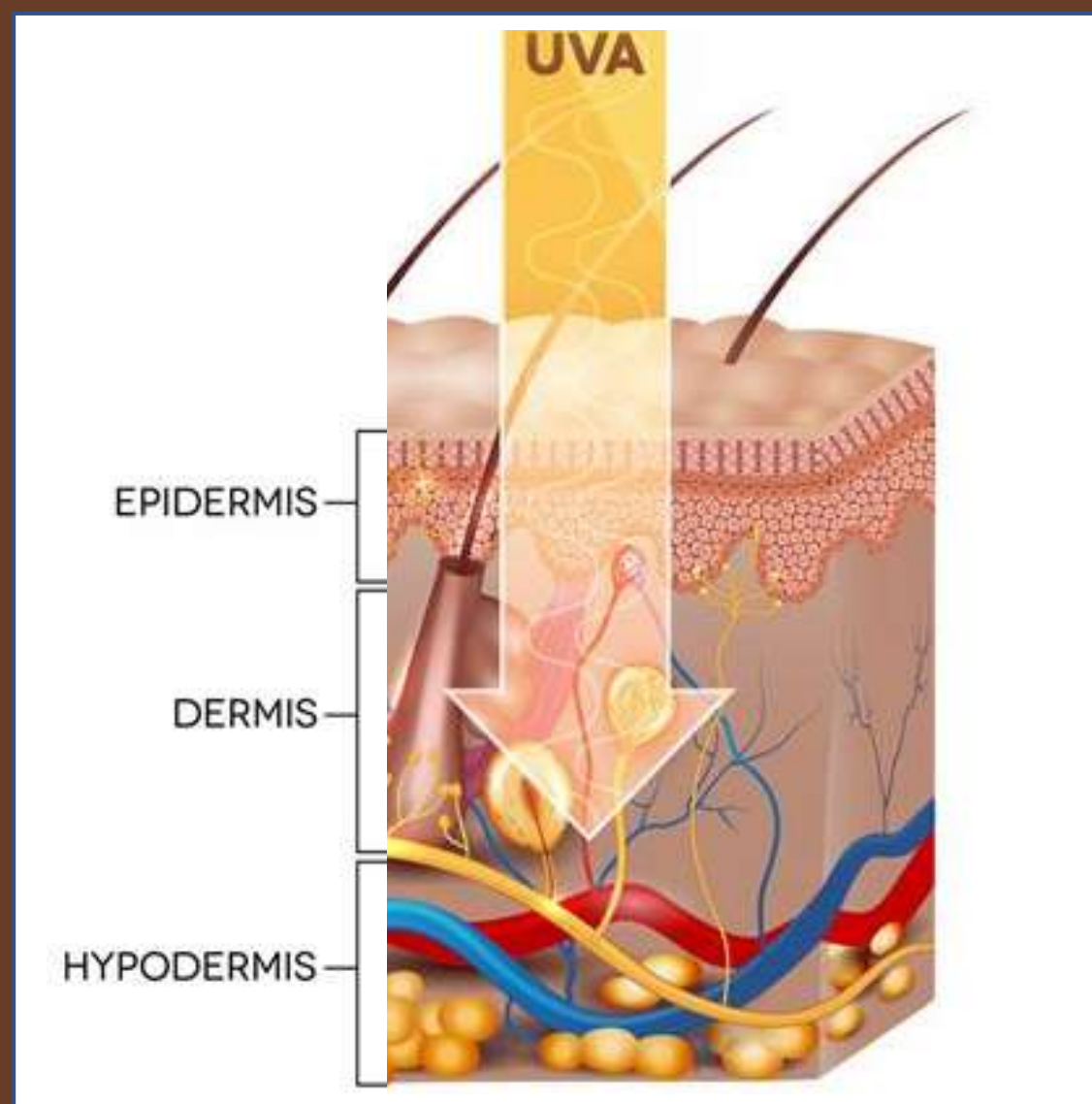
The sun radiates ultraviolet (UV) radiation

UV rays that are a **danger** to the skin are rays

**UVA and UVB**



# THE UVA RAYS



- They represent about **95% of the UV radiation** that reaches the Earth's surface
- They can **cross clouds** and **glass**
- They are **painless**
- Penetrate very **deeply into the skin**
- Act **slowly** and **silently** without any symptoms
- 
- They are cause of **long-term damage**





# THE UVA RAYS

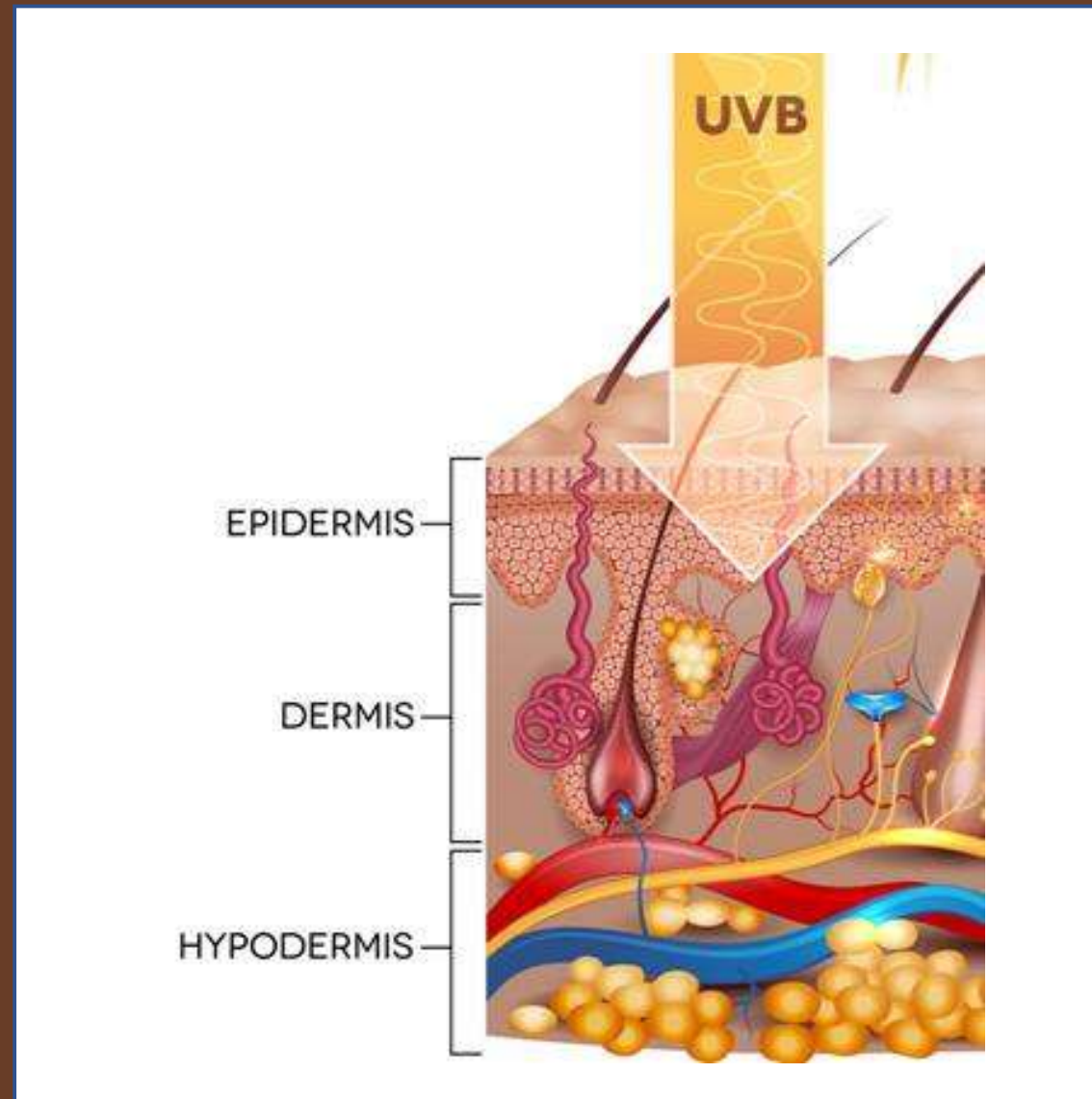
UVA

Age

Allergy

- **Solar intolerances** also defined allergies **such as:** redness, itching, solar polymorphic dermatitis;
- **Pigmentary disorders** (pregnancy mask, spots);
- **Photoaging:** variation in the orientation of elastin and collagen fibers causes skin relaxation, loss of tone and the appearance of wrinkles;
  - Development of **skin tumors**.

# THE UVB RAYS



- Represent **5%** of UV rays;
- They are **blocked** by **clouds** and **glass**;
- They can get **into the epidermis** so they stop at the **surface**.



# THE UVB RAYS

UVB

Burns

Bronze

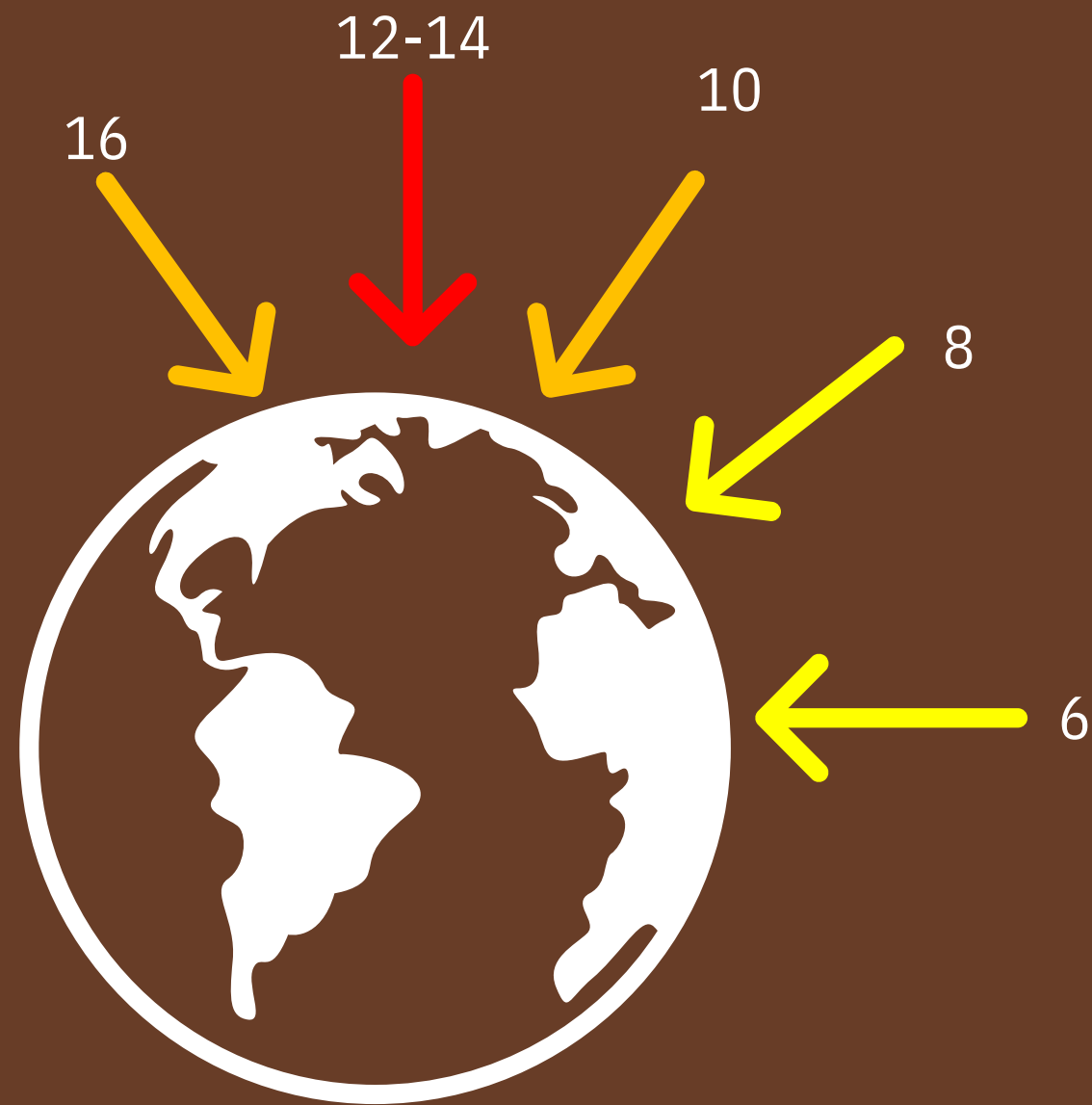
(the color of the tan)

- They are **responsible for the tan;**
- They are responsible for **redness, sunburn or solar erythema and burns.**





# THE POWER OF SUN



The higher the solar radiation, the greater the potential for skin lesions.

It is well known that between **10:00am** and **4:00pm**, radiation is more intense.



# THE POWER OF SUN



It has been found that **more than 90%** of **skin tumors** are detected in individuals who have been **exposed to the sun incorrectly.**



# THE SKIN TYPE



To understand what your degree of sensitivity to the sun is, it is necessary to know **your skin type and its reactions to the sun.**





# THE SKIN TYPE



## SKIN TYPE 1

- Red hair
- White skin
- A lot of freckles
- Sunburn always



## SKIN TYPE 2

- Light blonde hair
- White skin
- Some freckles
- Sunburn very frequently



## SKIN TYPE 3

- Dark blonde hair
- White skin
- Few freckles
- Sunburn often



## SKIN TYPE 4

- Brown hair
- Olive skin
- Sunburn sometimes



## SKIN TYPE 5

- Black hair
- Dark skin



# THE RIGHT SPF FOR EVERY PHOTOTYPE

**SPF** is the sun protection factor that represents the ratio between the **minimum erythema dose (MED) without protection** and the time it takes for skin **to start burning with sun protection**.

Obviously, each skin type will need to use a different level of protection. Let's find out how...





# THE RIGHT SPF FOR EVERY PHOTOTYPE



Until the  
third day

50+

50+

30

15

15

Until the  
sixth day

50+

30

30

15

+

Beyond  
the sixth  
day

30

30

15

+

+





I'M  
GOLDEN







# SPF SUN 15



Recommended for skin that is already tanned or has **low sensitivity to sunlight**.

Leaves the skin **hydrated, soft, and fragrant**.



SKIN TYPE 5





# SPF SUN 30



Recommended for skin with **medium sensitivity to sunlight**, great for initial exposures.

Leaves the skin **hydrated, soft, and fragrant**.



SKIN TYPE 3/ 4





# SPF SUN 50+



Recommended for skin that is **very sensitive to sunlight**, and for **children**. Great for **initial exposures**.

Leaves the skin **hydrated, soft, and perfectly protected**.



SKIN TYPE 1/ 2







# Active Ingredients - SUNSCREENS

## DNA PROTECTOR

COMPLEX OF ACTIVE INGREDIENTS TO REPAIR DNA

Complex of **active ingredients** specifically designed to treat skin exposed to UV rays, **protecting the DNA** and **stem cells** from damage caused by them.

It contains a natural antioxidant that **reduces** the amount of **UVA** and **UVB** that penetrate the skin.

It acts **against oxygen free radicals**, quickly **regenerating** the skin.

It contains a precursor to nucleotides that enhances the **repairing action** of the DNA double helix.

**Reduces** the appearance of **skin erythema**.



# Active Ingredients - SUNSCREENS

## 18-BETA-GLYCYRRHETINIC ACID FROM LICORICE

**Active compound** made up of a mixture of starches, sugars including glucose and sucrose, flavonoids, isoflavonoids, and saponins extracted from the plant Glycyrrhiza Glabra

On the skin, it has an **anti-redness action**, promoting the activity of the **immune system**.



# Active Ingredients - SUNSCREENS

## CONCENTRATE OF BIOMIMETIC LIPIDS

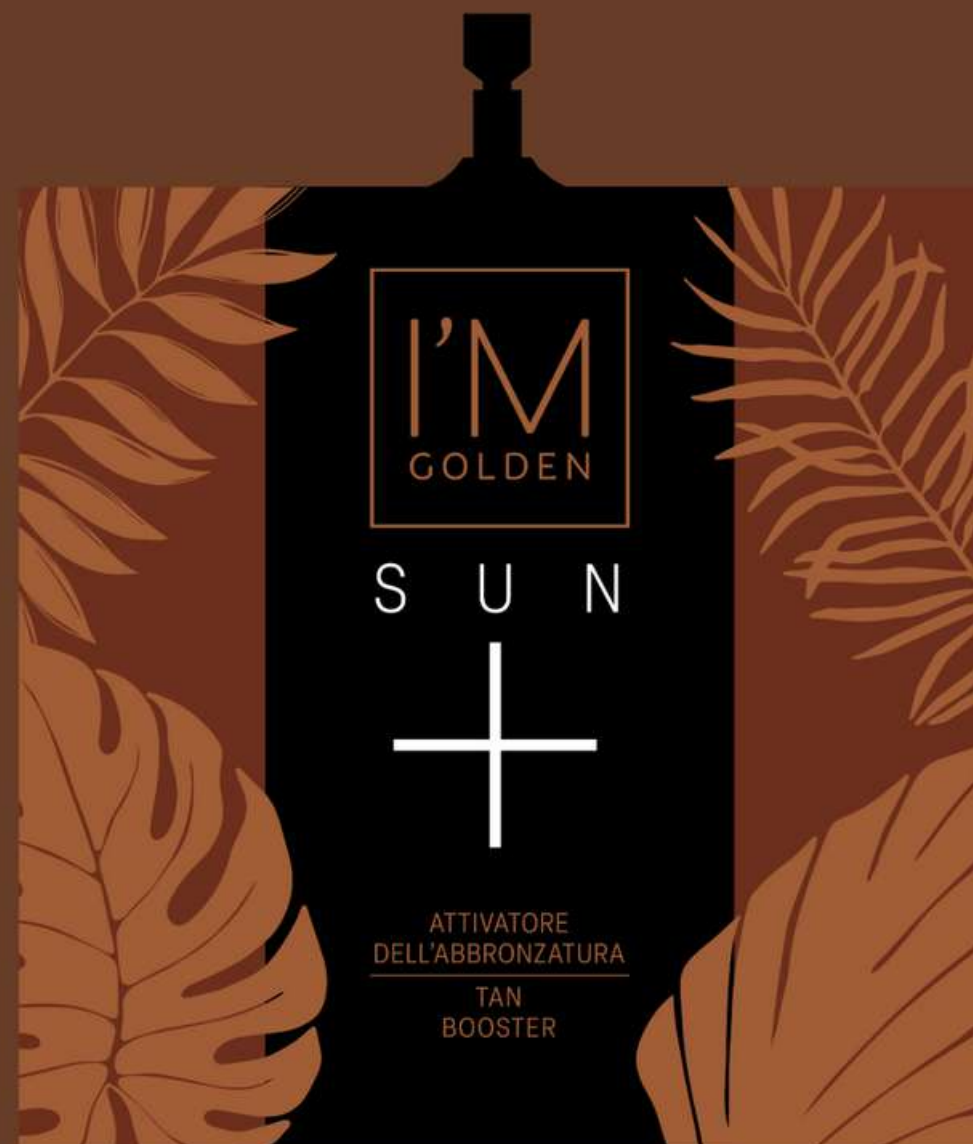
It contains a mixture of fatty acids, cholesterol, ceramides, and phytosphingosines that mimic the natural formation of the skin's lipid barrier, restoring its **natural protection** and **repairing the barrier**.

Ideal for **treating dry and sensitive skin**, it also has an **anti-aging** effect and is effective in **treating acne** and **dermatitis**.

## E VITAMIN

It has a **soothing** and **antioxidant action**, **protecting** the skin from **premature aging** caused by the formation of free radicals.

# SUN +



Ideal product for **preparing** the skin **before** and **during** sun exposure.

It contains active ingredients that **stimulate** and **accelerate** the skin's tanning process.

Each application promotes a **golden** and **uniform** tan.



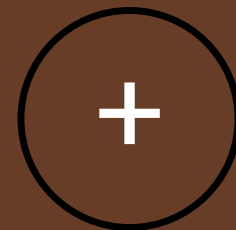
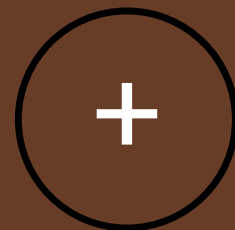
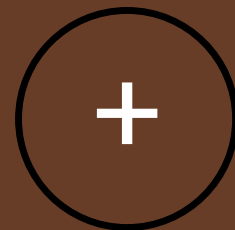
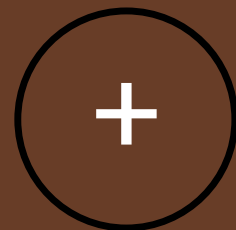
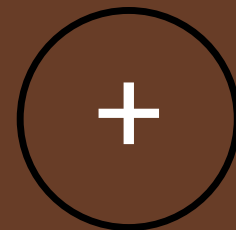
# THE USE OF THE ACTIVATOR



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Before leaving for vacation, regardless of your skin type, prepare your skin using the SUN+ melanin activator.

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# Active ingredients - ACTIVATOR

## POTASSIUM CAPROYL TYROSINE

- Functional derivative active ingredient of Tyrosine, melanogenesis **activator and enhancer of tanning**;
- Thanks to its activity on melanin production, it promotes an even and **long-lasting skin tone**, capable of increasing the **skin's natural protection** against sun exposure;

## HYALURONIC ACID

- It has a **moisturizing action**, leaving the skin **smooth, soft, and firm**;
- It helps fight **signs of aging**;

## TREHALOSE

- **Moisturizer** with **long-lasting** effect.



# Active ingredients - ACTIVATOR

## ALLANTOIN

- It has a **soothing, astringent**, and **stimulating** action on microcirculation;

## ALOE VERA EXTRACT

- It has a **moisturizing, soothing, anti-inflammatory**, and nourishing action;

## E VITAMIN

- It has a **soothing** and **antioxidant** action, **protecting the skin** from premature aging caused by the formation of free radicals.



# Active ingredients - ACTIVATOR

## E VITAMIN

- It has a **soothing** and **antioxidant** action, **protecting the skin** from premature aging caused by the formation of free radicals.;
- It has a **soothing** and **antioxidant** action, **protecting the skin** from premature aging caused by the formation of free radicals;

## SHEA BUTTER

- It is rich in **healing properties**;
- It has excellent **anti-inflammatory properties** and **stimulates collagen** production;
- It contains **phytosterols** and **vitamins** for an intense **soothing** and **nourishing** effect.;

## RICE BRAN OIL

- It has **emollient, moisturizing, smoothing,** and **nourishing** properties

# The novelty: THE FORMAT



25 ml

**RESEALABLE AND POCKET-SIZED**  
PACKAGING TO ALWAYS CARRY WITH YOU





# On which occasions should I'M GOLDEN be used?





# The novelty: THE TANNING LEVEL METHOD

first-third day

fourth - sixth day

Beyond the sixth day

The innovation of the packaging allows you to create your own customized tanning protocol based on your skin type and tanning level, without wasting product and optimizing your expenses





# THE RIGHT SPF FOR EVERY PHOTOTYPE



Until the  
third day

50+

50+

30

15

15

Until the  
sixth day

50+

30

30

15

+

Beyond  
the sixth  
day

30

30

15

+

+



# The novelty: THE ZONAL TANNING METHOD



The novelty:  
**THE METHOD**  
**DIFFERENT PROTECTIONS FOR**  
**DIFFERENT NEEDS**



SPF  
30

SPF  
50+





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