



iS Clinical Product Knowledge - Protect

(PRESENTATION SPEAKER NOTES)

Contact: education@isclinical.com
Education Resources: www.isclinicaledu.com

SLIDE 1

TITLE: iS Clinical Product Knowledge

SUBTITLE: N/A

SPEAKER NOTES:



SLIDE 2

TITLE: Cleanse, Treat, Hydrate, Protect

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

iS Clinical's 4 Steps to Great Skin include:

1. Cleanse
2. Treat
3. Hydrate
4. Protect

These simple steps are especially helpful to the consumer who is entering into an iS Clinical skincare regimen for the first time, and to partners who may be new to using or recommending iS Clinical products.

iS Clinical has categorized its products into four key steps: Cleanse, Treat, Hydrate, and Protect, making it easier for both practitioners and consumers to choose from.

A good skincare routine should always begin with a cleanser and a broad-spectrum sunscreen. These two form the foundation of healthy skin and are non-negotiable. iS Clinical has developed an array of expertly formulated Treat and Hydrate products to address specific skin concerns and conditions, but it's crucial to start with Cleanse and Protect.

Proper cleansing is essential to a great skincare routine and healthy skin. Without proper cleansing and removal of makeup, oils, pollution, and debris, the skin cannot benefit from the products to follow.

It's also crucial to protect the skin from the harmful effects of the sun, regardless of skin type or condition. Sunscreen is a non-negotiable as UV rays contribute to aging skin and worsen all skin conditions including sensitivity, acne, and hyperpigmentation. It's recommended that clients choose a sunscreen formula they love and will use every day.

Introducing clients to iS Clinical by recommending one or two core products such as a cleanser and sunscreen is an excellent opportunity to increase sales. These products alone will begin producing results, increasing the overall health of the skin, with the goal of eventually transitioning them onto a full iS Clinical regimen.

SLIDE 3

TITLE: Protect

SUBTITLE: N/A

SPEAKER NOTES:

Step 4 – Protect

Vital to all skin types and conditions, the fourth step in your iS Clinical regimen is protection from the sun's UV rays.

Our broad-spectrum UVA/UVB sunscreens are expertly formulated to protect against the visual effects of UV exposure and photoaging while hydrating, nourishing, and improving skin health with the feel of a luxurious moisturizer.

SLIDE 4

TITLE: Extreme Protect SPF 30

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

Extreme Protect SPF 30 provides extraordinary protection by combining broad spectrum UVA/UVB protection and powerful antioxidants to mitigate oxidative solar damage. Featuring micro-fine zinc oxide and microencapsulated organic active sunscreens, Extreme Protect SPF 30 offers advanced sun protection.

Who is it good for?

Primary: All skin types, dry, dehydrated skin, aging skin, sensitive skin, daily protection.

Secondary: Sunburned skin, environmental protection.

How do you use it?

Apply liberally 15 minutes before sun exposure. Reapply: After 40 minutes of swimming or sweating, immediately after towel drying, and at least every 2 hours.

Unique Selling Points:

- Acts as a 3-in-1 Treat, Hydrate, and Protect product making it a great choice for minimalists.
- Multi-tasking sunscreen that provides UVA/UVB protection, antioxidant protection, pollution protection, repairs and prevents DNA damage with Extremozyme technology, hydrates, and improves collagen synthesis.
- Provides an antioxidant rich barrier while improving hydration and moisture.
- The most nourishing and moisturizing of the SPF family due to the addition of Olive Leaf Extract.
- Transparent Zinc Oxide leaves no white film on the skin, making it great for all skin tones.
- Octinoxate in this formula is organic, pharmaceutical-grade and microencapsulated, so less is needed for efficacy.

- It will not burn or sting sensitive skin.

Frequently Asked Questions:

What texture is Extreme Protect SPF 30 when compared to Extreme Protect SPF 40 and Eclipse SPF 50+?

Answer:

Extreme Protect SPF 30 is the most nourishing and moisturizing of the SPF family. It is recommended for the client whose main concern is aging and dryness.

Extreme Protect SPF 40 is not as moisture-rich as Extreme Protect SPF 30, but not as sheer as Eclipse SPF 50+. Extreme Protect SPF 40 offers the superior benefits of Extreme Protect SPF 30 in a broad spectrum, all-physical formula!

Eclipse SPF 50+ is the most lightweight of the iS Clinical sunscreens and preferred by oily/acneic skin types. It is all-physical and water-resistant making it great for individuals who spend a lot of time engaging in outdoor activity.

SLIDE 5

TITLE: Extreme Protect SPF 30 Key Ingredients

SUBTITLE: N/A

SPEAKER NOTES:

Ingredient Profile:

CHEMICAL SUNSCREEN ACTIVE: Octinoxate (Organic Encapsulated)

Octinoxate: A transparent, microencapsulated, organic chemical sunscreen active that absorbs and disperses UV rays.

PHYSICAL SUNSCREEN ACTIVE: Zinc Oxide

Zinc Oxide: A naturally occurring mineral that provides broad spectrum sun protection, acting as a physical barrier against UVA and UVB rays, reflecting them away from the skin. Zinc Oxide also possesses anti-irritant, antibacterial, anti-inflammatory, and wound-healing properties. Micronized technology allows for transparent application.

DNA REPAIR AND PROTECTION: Extremozymes

Extremozymes: A proprietary combination of extremophilic enzymes, clinically proven to protect and repair fragile proteins and DNA components.

HYDRATING / MOISTURIZING / ANTIOXIDANT PROTECTION / ANTI-INFLAMMATORY / WOUND HEALING / COLLAGEN SYNTHESIS: Centella Asiatica, Tocopherol (Vitamin E), Olive Leaf Extract, Aloe Leaf Juice

Centella Asiatica: Efficacious antioxidant that stimulates collagen synthesis and improves microcirculation, capillary flow, and vascular tone to improve signs of aging, promote wound healing and the reduction of scar tissue.

Tocopherol (Vitamin E): Moisturizer and potent lipophilic antioxidant inhibits DNA damage, thymine dimer formation, inflammation, and oxidative damage. Protects against UV-induced photodamage.

Olea Europaea (Olive Leaf) Extract: Potent, natural antibiotic, anti-acne, anti-inflammatory, and antioxidant. Contains properties that fight skin damage from intrinsic aging, solar radiation, and any tissue injured by any mechanism.

Aloe Barbadensis Leaf Juice: Anti-inflammatory agent promotes wound-healing, collagen synthesis, and wound maturation with antimicrobial properties.



SLIDE 6

TITLE: Extreme Protect SPF 30

SUBTITLE: Thymine Dimer Formation Clinical Study

SPEAKER NOTES:

Extreme Protect SPF 30 and Thymine Dimer Formation Clinical Study

These are photomicrographs of the skin from the same study as the bar graph seen previously.

Results and Conclusions:

Application of Extreme Protect SPF 30 before full-spectrum solar exposure (UVA and UVB) provided virtually complete protection against thymine dimer formation.

In picture 1 on the left, no product was applied prior to full-spectrum solar exposure (irradiation). The skin exposed to the sun's rays was examined under a microscope. The brown areas are cells containing thymine dimers and damaged DNA. The arrow points to the epidermis, where these cells are easily seen. The photograph illustrates considerable cancer risk.

In picture 2 on the right, Extreme Protect SPF 30 was applied to the skin before full-spectrum solar exposure. Virtually no thymine dimers can be detected in the epidermis, indicating nearly complete protection from DNA damage. This shows that Extreme Protect SPF 30 shelters DNA against sun exposure and aging. It contains powerful DNA protectants that combat the tendency toward skin cancer caused by sun damage. It maintains and preserves healthy skin even during environmental exposure and aging.

SLIDE 7

TITLE: Extreme Protect SPF 30

SUBTITLE: Thymine Dimer Formation Clinical Study

SPEAKER NOTES:

Extreme Protect SPF 30 and Thymine Dimer Formation Clinical Study

Definition of a Thymine Dimer:

In a DNA sequence, thymine should only bond to adenine. A thymine-thymine bond is evidence of DNA damage and dysfunction.

Thymine dimers are formed when DNA experiences damage from free radicals.

In a thymine dimer, chemical bonds are formed between 2 thymine bases of DNA (thymine-thymine bonds) as free radical strikes occur. Aging is accelerated and cancer may occur as this DNA damage progresses.

In this study, human skin tissue samples were exposed to full spectrum sunlight (UVA and UVB) both with the pre-application of Extreme Protect SPF 30, and without Extreme Protect SPF 30.

Thymine dimer production was measured in the skin samples.

Results and Conclusions:

Application of Extreme Protect SPF 30 before full-spectrum solar exposure (UVA and UVB) provided complete protection against thymine dimer formation.

- The positive control skin tissue sample, represented by the largest bar on the graph, was exposed to the sun without Extreme Protect SPF 30, and many thymine dimers are seen.
- The negative control skin tissue sample was kept in the dark with no sun exposure. Notice that even skin kept in the dark exhibits small amounts of thymine dimers, since there are other forms of free radical damage occurring such as pollution.
- The skin tissue sample with Extreme Protect SPF 30 applied prior to sun exposure has LESS thymine dimers than the Negative Control that was in complete dark.

This shows that application of Extreme Protect SPF 30 provides near complete protection against thymine dimer formation from UV rays as well as other types of free radical damage not related to the sun.

SLIDE 8

TITLE: Extreme Protect SPF 40

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

Extreme Protect SPF 40 is a multilevel environmentally protective treatment formula featuring our proprietary Extremozyme technology combined with scientifically advanced all-physical sunscreen actives; transparent micronized Zinc Oxide and transparent micronized Titanium Dioxide. This antioxidant-rich state-of-the-art broad-spectrum UVA/UVB sunscreen helps support optimal skin health as it moisturizes and protects.

Who is it good for?

All skin types, dry, dehydrated skin, aging skin, sensitive skin, daily protection.

How to Use:

Apply liberally 15 minutes before sun exposure. Reapply: After 40 minutes of swimming or sweating, immediately after towel drying, and at least every 2 hours.

Unique Selling Points:

- Created for clients looking for the benefits of Extreme Protect SPF 30, but with all-physical sunscreen actives.
- Contains transparent Zinc Oxide and Titanium Dioxide which do not create a white film on the skin upon application and making it great for all skin tones.
- Extreme Protect SPF 40 will not burn or sting sensitive skin.
- Perfect option for individuals in warmer or humid climates, seeking the power of Extreme Protect SPF 30, in a lighter, water-resistant formula.

SLIDE 9

TITLE: Extreme Protect SPF 40 Key Ingredients

SUBTITLE: N/A

SPEAKER NOTES:

Ingredient Profile:

PHYSICAL SUNSCREEN ACTIVES: Zinc Oxide, Titanium Dioxide

Zinc Oxide: A naturally occurring mineral that provides broad spectrum sun protection, acting as a physical barrier against UVA and UVB rays, reflecting them away from the skin. Zinc Oxide also possesses anti-irritant, antibacterial, anti-inflammatory, and wound-healing properties.

Micronized technology allows for transparent application.

Titanium Dioxide: A naturally occurring mineral that provides broad spectrum sun protection, acting as a physical barrier against UVA and UVB rays, reflecting them away from the skin.

Micronized technology allows for transparent application.

DNA REPAIR AND PROTECTION: Extremozymes

Extremozymes: A proprietary combination of extremophilic enzymes, clinically proven to protect and repair fragile proteins and DNA components.

ANTIOXIDANT PROTECTION / ANTI-INFLAMMATORY / WOUND HEALING / COLLAGEN

SYNTHESIS: Centella Asiatica, Tocopherol (Vitamin E), Aloe Leaf Juice

Asiaticoside, Asiatic Acid, and Madecassic Acid (Centella Asiatica): Efficacious antioxidants that stimulate collagen synthesis and improve microcirculation, capillary flow, and vascular tone, to promote wound healing and the reduction of scar tissue.

Tocopherol (Vitamin E): Moisturizer and potent lipophilic antioxidant inhibits DNA damage, thymine dimer formation, inflammation, and oxidative damage. Protects against UV-induced photodamage.

Aloe Barbadensis Leaf Juice: Anti-inflammatory agent promotes wound-healing, collagen synthesis, and wound maturation with antimicrobial properties.

SLIDE 10

TITLE: Eclipse SPF 50+

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

Formulated specifically for daily use and extended outdoor activities, Eclipse SPF 50+ is a unique fusion of scientifically advanced physical sunscreens - transparent Titanium Dioxide and micronized Zinc Oxide - coupled with pure Vitamin E. This antioxidant-rich blend provides superior water-resistant broad-spectrum UVA/UVB protection. Eclipse SPF 50+ is an ultra sheer, lightweight formula that absorbs quickly for a non-greasy matte finish.

Who is it good for?

All skin types, oily, acne-prone skin, aging skin, daily protection.

How do you use it?

Apply liberally 15 minutes before sun exposure. Reapply: After 40 minutes of swimming or sweating, immediately after towel drying, and at least every 2 hours.

Unique Selling Points

- Eclipse SPF 50+ is a lightweight sunscreen formula preferred by oily and acneic skin types or those seeking an ultra-sheer finish.
- Water-resistant, all-physical sunscreen actives make it a great choice for active individuals and those who spend long periods of time outdoors.
- Available in Translucent and PerfectTintBeige.
- Contains transparent Zinc Oxide and Titanium Dioxide which do not create a white film on the skin upon application and making it great for all skin tones.

Frequently Asked Questions:

Based on its texture, who would you recommend Eclipse SPF 50+ for?

Answer: Typically, Eclipse SPF 50+ is recommended for oily, acneic or combination skin due to its lightweight, sheer feel.

However, the best sunscreen is the one a client or patient will use every day! Any of the iS Clinical sunscreens offer extraordinary UV protection, and we have a variety of formulations to offer based on client preference.



SLIDE 11

TITLE: Eclipse SPF 50+ Key Ingredients

SUBTITLE: N/A

SPEAKER NOTES:

Ingredient Profile:

PHYSICAL SUNSCREEN ACTIVES: Zinc Oxide, Titanium Dioxide

Zinc Oxide: A naturally occurring mineral that provides broad spectrum sun protection, acting as a physical barrier against UVA and UVB rays, reflecting them away from the skin. Zinc Oxide also possesses anti-irritant, antibacterial, anti-inflammatory, and wound-healing properties.

Micronized technology allows for transparent application.

Titanium Dioxide: A naturally occurring mineral that provides broad spectrum sun protection, acting as a physical barrier against UVA and UVB rays, reflecting them away from the skin.

Micronized technology allows for transparent application.

ANTIOXIDANT PROTECTION: Tocopherol (Vitamin E)

Tocopherol (Vitamin E): Moisturizer and potent lipophilic antioxidant inhibits DNA damage, thymine dimer formation, inflammation, and oxidative damage. Protects against UV-induced photodamage.

SLIDE 12

TITLE: THANK YOU

SUBTITLE: N/A

SPEAKER NOTES:

