

apalight

SUN CARE & FACE CARE

>> ECOSUSTAINABLE SUNSCREEN BOOSTER & ANTIAGEING

FUNCTIONALIZED HYDROXYAPATITE PATENTED FOR SUN CARE APPLICATIONS

Apalight is a mineral specialty obtained through an exclusive production method, internationally **patented for applications in sunscreens as mineral SPF booster**.

Its physiological and biomimetic behavior enables to formulate **safe sunscreens ideal for baby care**, allowing to reduce the concentration of use of filters with critical safety profile, along with unique characteristics in terms of **compatibility with sea waters and no impact on the marine eco-system**. Apalight impacts the industry with unique features, such as the **improvement of sunscreens texture** in terms of **application flow, no blue whitening effect**, while keeping efficacy **performances comparable to mineral filters like TiO₂ and ZnO**.

Apalight also promotes anti-ageing effects, such as *anti-wrinkle, elasticity enhancing properties and soft-focus effect*, given by HAP **dynamic behavior on the skin** (time prolonged dissolution).

>> POSITIONING

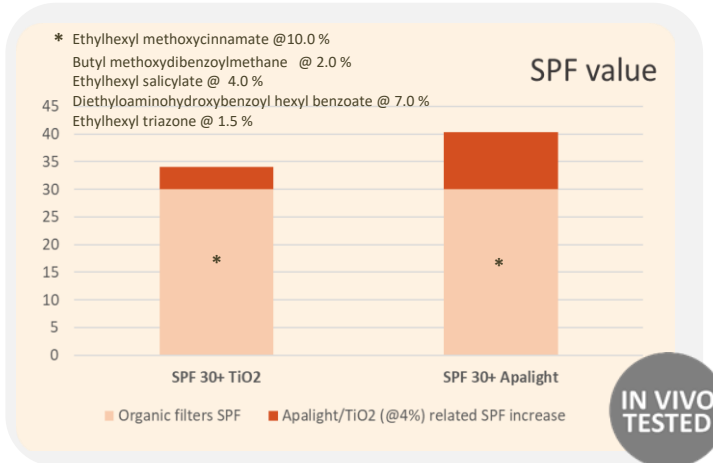
FUNCTIONAL AND TECHNOLOGY HIGHLIGHTS

- Internationally patented biomimetic hydroxyapatite for sun care applications
- Mineral SPF booster working as a physical inorganic filter
- SPF protection comparable to TiO₂ and ZnO
- Ideal for natural mineral sunscreens (awarded in **sunscreen formula of the year- inCosmetics**)
- No blue whitening effect
- Light texture, no mineral touch perception, photo-stable after irradiation
- Environment friendly: HAP is part of marine ecosystem
- **Anti-wrinkle (-10%) and elasticity enhancing (+10.3%)** actions in vivo proven
- Immediate soft focus effect



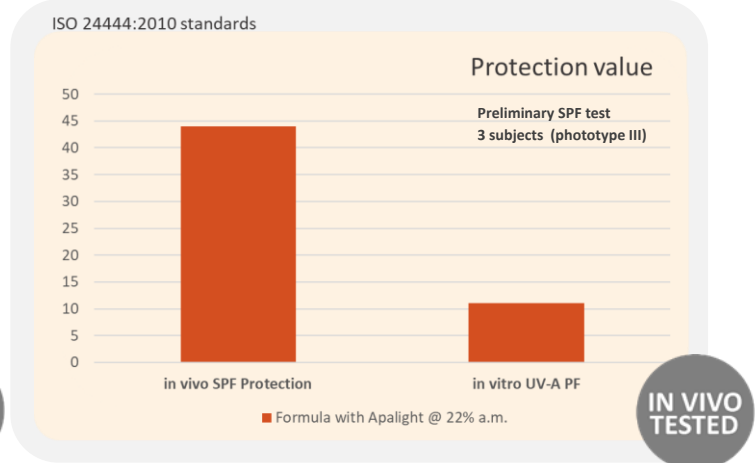
PATENTED

SPF BOOSTING COMPARABLE TO TiO₂



A. boosts organic filters SPF comparably to TiO₂. Similar behavior takes place if it is combined to physical sunscreens in alternative to ZnO.

INTRINSIC SPF AND UV-A PROTECTION FACTOR



A. promotes both SPF and UV-A protection factor if used alone. To declare SPF, it is necessary the combination with registered filters.

NO BLUE WHITENING, NO MINERAL TOUCH



A. uniqueness relies on its lack of blue-whitening effect and its light flow, leading to an unmatched applicative pleasantness.

COMPATIBILITY WITH SEA WATERS



Apalight HAP is made of a biomimetic mineral comparable to the HAP found in sea eco-system, with no impact on coral reefs and fish.

>> TECHNICAL OVERVIEW

PH OF USE	% OF USE	APPLICATIONS	SOURCING	FORMULATION TIPS
5.5 ÷ 8.0	2.0 ÷ 20.0 (a.m.)	All products in cosmetics and make up areas, in emulsion, stick and powdery form	Mineral	Predisperse in water by slow addition under stirring and add the dispersion in cold process, or add to the oily phase after solids fusion by slow addition under stirring

[INCI NAME* : hydroxyapatite]

(* powder version)