

Linda Land PR – Press Release – February 2004

DDF's Summer Skin Expertise

SUMMER 2004 – Nobody knows skin better than a dermatologist. Walk into the office of any leading dermatologist, the one piece of wisdom you'll hear again and again is "use sunscreen." Use sunscreen every day, no matter your age, no matter whether you will be spending time inside or outside. No arguing.

The skincare mantra of DDF (Doctor's Dermatologic Formula), created by top Manhattan dermatologist Dr. Howard Sobel places that important step as an integral part of the daily skincare protocol: **CLEANSER, PROTECT, TREAT**. Protect is the key word. Which is why, alongside the state-of-the-art anti-aging treatments in the DDF range (like best-selling Wrinkle Relax), you'll find some of the most effective and skin-friendly sunscreens available anywhere.

Throughout his distinguished career, Dr. Sobel has listened to patients and responded to beauty wish lists. In tandem with Dr. Paul-Alain Tremblay, one of the cosmetic world's most innovative chemists, Dr. Sobel has created a time-defying sunscreen selection that fit every skin's needs.

DDF sunscreens prevent skin damage before it starts and assist the skin in repairing past damage. The DDF Redox Antioxidant Complex™ - present in every DDF sunscreen - is formulated to not only protect the skin from future UVA- and UVB-caused photo damage but supports the skin to repair itself. DDF's sunscreens are the only sunscreens on the market that contain eleven antioxidants (including lutein, alpha-lipoic acid, grapeseed extract, plant oestrogen and Vitamins A, C, and E) to minimize free radical damage and empower the skin to repair sun damage.

For years, UVB rays were thought to be the most damaging to skin. Current research shows that UVA light waves play a significant role in photo-aging. In fact, close to 90% of the visual characteristics associated with aging: fine lines, wrinkles, loss of elasticity and hyper-pigmented spots, now appear to be greatly increased by sun exposure to UVA rays. DDF's sun protection products are perfect for summer. But they're also your wisest insurance policy, year-round, in the war on skin damage and wrinkles. "If you buy only one anti-ageing product – make it a sunscreen," advises Dr. Sobel.

DDF offers a wide range of summer essentials to suit every skin concern and need:

NEW! Sun-Free Self-Tanner, £22.00 – DDF’s sun free self-tanning lotion allows you to achieve that radiant tanned appearance without the risk of damaging ultraviolet exposure. Repeat applications tone and deepen the glow. Non-comedogenic formulation.

NEW! Sun Gel SPF 30, £22.00 – A lightweight oil-free formulation that is perfect for oily and acne-prone skin. Easily absorbed gel base will not clog or irritate pores. Contains DDF Redox Antioxidant Complex.

NEW! Sport Proof Sunscreen SPF 30, £22.00 – A high performance water-resistant formulation that provides protection from both UVA/UVB rays. Excellent for active outdoor individuals.

NEW! After Sun Security, £22.00 – DDF’s luxurious rehydrating all over body moisturiser specially formulated to soothe and protect skin that has been exposed to the elements. This blend of the best of botanical and cosmeceutical ingredients is a must-have for summer!

NEW! Glossy Lip Therapy SPF 15, £15.00 - Glides on like a sexy gloss and offers perfect protection for the body’s most vulnerable skin. Unisex with an addictive peppermint taste!

Matte Finish Photo Age Protection SPF 30, £22.00 – Completely matte, quickly absorbed, shine-free, comfortable wearing formulation to help minimise free radical skin damage caused by exposure to UVA/UVB rays. Contains DDF Redox Complex. Great with or without make-up and suitable for all skin types including oily.

Organic Sunblock SPF 30, £22.00 – A product enjoying cult status! Organic Sunblock is highly recommended for easily irritated, sensitive skin that needs virtually total sunblock protection. Acts as a physical barrier to repel the sun’s harmful UVA/UVB rays. Contains DDF Redox Antioxidant Complex for complete free radical protection.

Moisturizing Photo-Age Protection SPF 30, £22.00 – A lightweight, easily absorbed, moisturizing formula to help minimise free radical damage caused by exposure to UVA/UVB rays and environmental pollutants.

Daily Protective Moisturizer SPF 15 – Optimum year-round daily use sun protection in a rapidly absorbed matte finish moisturiser. Makes a great make-up base too.

EPF Moisturizer C3 with SPF 15 – The Rolls-Royce of daily sun protection includes three forms of Vitamin C. A powerful anti-aging sunscreen specifically

designed to tackle cellular degeneration of mature and environmentally damaged skins. Perfect for sensitive/allergic skin types, who often have trouble finding sunscreen to suit.

Tinted Mattifying Defense SPF 15, £34.00 - Many a beauty editors' favourite, Tinted Mattifying provides a flawless matte oil control finish with just a hint of colour, while protecting the skin from future environmental damage.

Luminous Moisture Shelter SPF 15, £34.00 - This make-up artist's secret weapon instantly brightens skin with micro-light illumination. Helps give stressed skin a well-rested glow while protecting it from future environmental damage. Great for the morning after the night on the tiles.

DDF is available nationwide at Harvey Nichols. Stockist number 020 7235 5000, by mail-order at Unlisted London 08702255007 (www.unlistedlondon.co.uk) or at the Hurlingham Clinic & Spa.

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