

SUNNY TIME



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SUNTAN AND LIFESTYLE

In the Seventies, a 365-day suntan meant status. A December tan was the privilege of those who could afford a trip to the sunny tropics, an impalpable desirability enhancing one's status: a costly holiday and something to show for it.

Then came the turn of UVA lamps. The Eighties saw the triumph of the total-tan look, an absolute must for upstarts and yuppies, particularly in Italy. Society was easily identifiable, especially as regards the younger generations. The concept of status joined forces with the "trickle-down theory", which claimed that trends and fashion followed a downward course from the upper social strata to the lower, following the principles of imitation and differentiation.

In the wake of the Eighties and the beginning of the Nineties (a dire period for Italian politics and economy) in which style stressed understatement plus the total black-and-pale look, suntan made a victorious comeback, not as a showy symbol of an elite but rather as a "trickle-across" lifestyle characterized by the constant search for happiness.

A new dimension of physicality

Physicality imposes a healthy look, which is generally associated with outdoor life and the glowing aspect of tanned skin. In fact, a year-round tan is becoming increasingly frequent, particularly among young people (20-35 years old), for whom physicality and certain non-essential "musts" have become a way of being socially distinct or a definite expression of affiliation and belonging. Consumerism of images, particularly those proposed by the media emphasizing physical beauty, always and at all costs, have become the common stereotype. Current tendencies and social interaction have elevated physicality to the level of a lifestyle, where rules are strictly observed. New Millennium hedonism imposes the golden tan as a constant, pervasive *leitmotif*. Magazines and journals show families, youngsters, women, businessmen, all boasting healthy, beautifully suntanned faces.

Piercing, tattoos, bare tummies and legs, open sandals even during the winter... these now common customs would clash with a white, milky, pale aspect. Skin care and coloring thus becomes not only significant but even indispensable.

A perennial tan today is not the conspicuous manifestation of privilege but a common, massive practice. Like drinks or a seven p.m. Happy Hour - an appointment where, once again, looking good is part of the game.

In a ray of sun

Among all the solar radiations which reach the earth at different wavelengths, only some get to us and provoke a tan. These are the invisible rays which go beyond the violet level in the rainbow segmentation of sunlight, known as ultraviolet rays.

UVs which penetrate the epidermis fall into the B category. UVBs stop their course at this first layer of skin and activate melanocytes, the cells which produce melanin, a brown-blackish light-absorbing pigment released as tiny granules called melanosomes. These in turn reach the keratinocytes forming the upper layer of our skin, which produce keratin for the defense of epithelial



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cell nuclei. Keratin activity increases as melanin begins to spread and provoke a tan to better defend the skin against UVs.

This process, however, takes 72 hours to complete. During these three days the skin has no defense and may suffer erythema or even sunburn.

UVAs, on the other hand, have less energy and are not able to activate melanin production, although they increase skin color, accelerate its appearance upon the skin surface and stabilize the tan. While UVAs' minor energy cannot cause erythema, their longer wavelength makes them anything but harmless, as they enable a deep penetration into the skin's lower layers. Repeated and excessive exposure to UVAs may result in alteration of elastic fibers, appearance of wrinkles, premature ageing and even more serious damage to health.

A natural warning signal is provided by the sun's infrared rays producing that pleasant sensation of heat which, when excessive, makes us run to the shade. But even these rays have their effect on our skin as they reach the hypodermis - i.e. the deepest layer of the skin - favoring dehydration, blood vessel dilation, couperose and varicose veins.

Prodigious rays

Solar rays solve many skin problems, are efficient natural psychopharmacons and awaken our immunitary system. With the end of the crusades against UVs and their consequential invocation of moonbathing, the advantages of a prudent exposure to solar rays are being rediscovered and reconsidered. While we are now aware of the risks involved in uncontrolled sunbathing, it is also undeniable that for certain skin pathologies the sun's rays have proven highly beneficial. Atopic dermatitis, for example, improves by 80%, psoriasis by 40% and vitiligo by 2/3%. For patients with eczema, UV benefits double by both regulating cell turnover and, as a potent antiseptic, reducing bacterial proliferation. Atopic skin inflammation in its many manifestations finds soothing relief by exposure to the sun. And further good news: ultraviolet rays are not taboo for those with delicate skin any more - on the contrary, their effects on the immune system result in a diminution of hyper-reactivity and a strengthening of skin layers against external aggression.

The sun's multitask efficiency makes it a fantastic medicine but its extraordinary and ever-increasing energy needs careful dosage. "Use with care", as the saying goes. An awesome natural anti-depressant, it stimulates the production of sexually attractive pheromones, and donates energy and well-being. It induces inferior secretion levels of both adrenaline and "the stress hormone" cortisol, guaranteeing fibroblast health and better tissue oxygenation, resulting in face youthfulness and beauty.

On the other hand, we should keep in mind that solar rays play a major role in photoageing. UVs penetrate the skin like pins and needles which sting, destroy and create tiny lesions causing irritation, heat and swelling in the surrounding area. As a defense, the skin produces melanin, a substance which covers the nucleus of each cell like a protective hood and acts as a sunscreen. If exposure persists causing inflammation, however, this same substance attacks collagen and elastin, accelerating cutaneous ageing and penetrating cellular DNA. In other words, use the sun with wisdom and moderation keeping in mind that it is an extraordinary energetic resource which favors and supports life but can also provoke tissue damage and death. Always provide protection for your skin, particularly such delicate parts as face, neck and cleavage. These need more than simple solar filters, even those with a wide range of efficient screening properties. Active shields on the skin surface plus antioxidant principles which forestall free radicals and enhance skin defenses against UV crossfire, offer a good joint action.

But the healthiest of all, the one whose shelter we should seek as often as possible, is always the one and only... *shade!*





DIFFERENT ASPECTS OF SUN CARE

Easy to use

Water-resistant

Sand-resistant

Colorless

Facial care

Sweat-resistant

Frequent use

High UVA protection

High SPF protection

Non-sticky

Compliant

Elegant



The talent of SPF..... and much more

A pleasure for body and mind. The sun stimulates endorphin and serotonin, but also vitamin D, which is known to be essential for your health. It is thanks to the cosmetics technologies if today the sun exposition has been freed from the alarmism spread out in the 90s, to the point that we can speak about a "holistic wellbeing". Precious formulae uniting complexes able to uniformly diffuse melanin, but also capable of integrating active principles used for the anti-aging effect, of repairing in real time the free radical damages and of soothing the skin when heated. But what has really changed from the time we discovered the harmful effects of the sun is the esthetic standard: an excessive suntan, what is usually referred to as "sunbaked", is not fashionable anymore and it does not match the contemporary global vision, that does not only deal with multi-ethnic societies, but it also has to consider different types of skin complexion and brightness. The idea is to respect the former, without giving up on the latter.

High-SPF hypoallergenic filters, invisible even if with a broad spectrum. There was a time when smearing a high protection sun block meant finding one's body and face covered with a nacreous veil emphasizing the pallor typical of the first exposition. In addition, it usually prevented the normal perspiration of the skin, leaving milky marks after every sea bath. Unpleasant memories that made high-SPF sunscreen become a sort of taboo for many people. Luckily, times change, even for what cosmetics is concerned. Today, the extremely sophisticated micronization of filters allows us to emulsify the protective elements in highly cosmetic textures.

As for the damages caused by Uva and Uvb, but also for allergies, today we are able to encapsulate the filters in microspheres with recovering agents that make the filter "float" on the cutaneous surface, exactly where it is expected to operate as a barrier against the harmful rays, without a direct contact with the epidermis. This kind of isolation reduces either reddening or intolerance reactions in sensitive subjects.



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Imitating plants

A life under the sun, motionless - even more than human skin, plants are prone to UV damage, including premature ageing.

The analogies between plants and skin have been object of survey and study. Results have indicated that UVAs damage DNA in both plants and human skin while UVBs alter photosynthesis and its consequential production of chlorophyll - plants' source of energy - producing a significant cascade of free radicals.

Evolution, however, has endowed plants with real solar "filters" such as lutein, an antioxidant pigment present in green leaves and some fruits. In an article published in the *Journal of Investigative Dermatology*, scientists have shown the efficacy of this substance on human health and skin, as it increases elasticity and protects against UV-induced oxidation. Lutein acts as a natural barrier which partly intercepts UVAs and triggers off an antioxidant reaction protecting the cell membrane and defending it from free radical attacks during exposure to solar rays. It has also been shown that this substance possesses anti-inflammatory properties and soothing effects on delicate skin during exposure.

A Water Hypothesis

The causes for increasing intolerance towards solar rays remain shrouded in mystery. Some dermatologists believe it is due to skin dehydration: when the hydrolipidic film on the skin's surface becomes altered like a tattered blanket full of holes, it is unable to shield it from the harmful effects of ultraviolet rays.

Likewise, sunburn also awaits trial. But without arriving to that point, even a simple reddening of the skin needs quick intervention with powerfully hydrating, soothing and nutrient substances to prevent dehydration and scaling.

Code I

I-Beauty for Immunosuppression. Today, the new generation of studies about sun care aims at skin protection from the effects of photo aging, but especially at preventing the loss of natural defenses by preserving the function of the P53 gene, "the physician" of your cells.

Our skin becomes the anthology of our habits, our unconscious memory: the skin remembers, records everything and bears the marks forever. 45-year-old Agnese B. lives in Palermo, works as an architect and usually bikes to her office. Her skin appears golden and thicker, with pronounced expression lines. Maria S., who is the same age as Agnese, has a pottery face: fair, clean, smooth. She is an enclosed nun: her epidermis is not exposed to the effects of ultraviolet light, which is responsible of short-term as well as long-term effects.

The sun, symbol of Maya and Apollo, sparkling palace in Ovid's fantasy, can transform into a "demon", able to accelerate the photoaging processes. A combined program of skin protection,





especially during the first expositions to sunlight, is an unquestionable code of conduct: it is important to start “safely”, stimulating the natural cellular process of defense, through the application of antioxidant cosmetics and a medium-high SPF sunscreen. Actually, the evolution in the research is cloning a new acronym to which we may have to pay attention in the future: IPF. It stands for the index of solar aggression on the immune system: “Another important issue should be added to the harmful effects caused by the oxidative stress and by the free radical’s action: the Uva rays depress the immune system, the most relevant function in the human body; the fact is that this action is “silent”: while the Uvb rays lead to an immediate negative effect (i.e. a rash on your skin), the Uva decrease your defenses. Unfortunately, we always become aware of this when it is too late”. In the human body there is a special gene, called P53, which plays the role of “physician” for your skin, making a sort of checkup of every cell. Immunosuppression can cause a mutation on this particular gene, leading to dramatic consequences: the cells divide and multiply, thus it can cause skin cancer. Prevention should always be entrusted to a solar lotion with a pool of antioxidant elements and particular phyto-derivatives associated to UVA and UVB filters, forming a functional complex able to effectively oppose the oxidant ravages and the consequent inflammatory processes against the skin. These factors together can inhibit photo-immunosuppression, also simplifying the physiological repair of the derma-epidermal cells and thus stimulating the collagen and elastin biosynthesis. The result is a better sustain structure of the skin, more elastic, tonic and compact, enriched with a preventing action on photoaging.

NEW

A friend for your skin: FRIENDSTICK, 50+ SPF STICK

Most non-self substances (i.e. every substance alien to our organism) tend to diffuse in depth and interfere with cutaneous metabolism when applied on your skin, sometimes causing tolerability problems, especially if the programmed activity was supposed to act on your skin surface. More specifically, recent studies confirmed that chemical filters can lead to irritation, but also to sensibilization, photo toxicity and photo allergy. This is the case especially for those filters classified as benzophenons, PABA and its esters. The most important features in an innovative solar filter are: □ excellent moisturizing power and affinity to your skin; □ hydrolytic, enzymatic thermo-stability; □ excellent dermal-toxicity profile; □ ideal to be used in children’s protection formulations; □ photostability. Titanium dioxide (TiO₂), the main inorganic filter, is susceptible to UV rays and, once it is photo excited, it can produce copious free radicals. According to other studies, a frequent application of ultrafine TiO₂-based sun screens (with 30 – 220 μm particles) can lead to percutaneous absorption of Titanium. **A new active micro-dispersed mineral, compatible with the skin and belonging to the group of the hydroxylapatites**, activated by trace elements, proved to significantly increase UV protection. Its features can be compared to or even considered higher than those of Titanium dioxide nanoparticles. Besides, thanks to its biocompatibility with the human body and skin, it can avoid typical intolerability reactions that develop with such ingredients as micronized solids diffusing in depth and interfering with skin metabolism.



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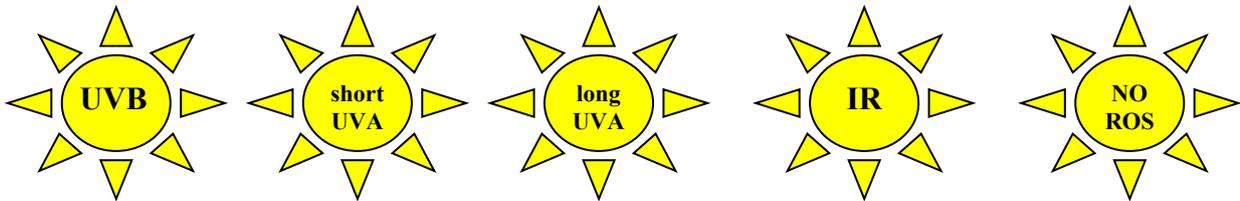
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So 5 in defense

This is not the reinstatement of Helenio Herrera's famous soccer catenaccio, but a condition of the utmost importance: a photostable, complete, wide, continuous and well-balanced filtering system.



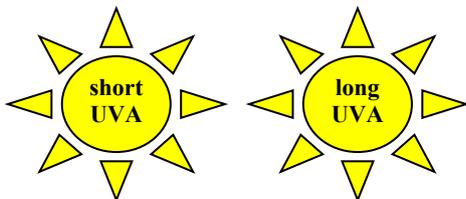
- UV RAYS ABSORPTION FROM THE OUTER LAYERS OF THE SKIN:

thanks to a new generation of organic filters endowed with photostability, thermostability and a perfect cutaneous tolerability.



- UV RAYS DISSIPATION:

with extra fine particles of zinc oxide and titanium dioxide; a special structure of "flawless" crystals, with controlled shape and dimension, made to be transparent in visible light, but opaque in ultraviolet light.



- PROTECTION AGAINST FREE RADICALS AND THEIR INACTIVATION:

ROS (Reactive Oxygen Species) are free radicals responsible of serious damages to the cells; they are developed by some molecules on the skin when activated by energetic solar rays. A new technology called "adaptogen" guarantees prevention against the ROS which inevitably form during sun exposure.





– IR PROTECTION:

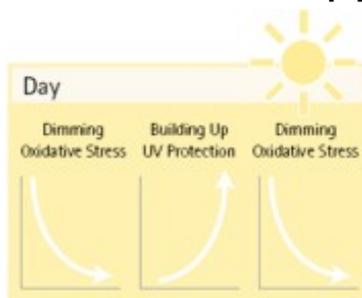
Infrared rays are the 56% of the solar radiations reaching the ground. They are responsible of the heat sensation you feel on your skin and they are not harmless as they were thought to be. In fact, because of the thermal effect, they can give vasodilatation; in addition, they are the main cause of rashes and premature skin aging. Moreover, they also overheat your epidermis, thus causing dehydration and worsening couperose situations or venous stasis. It is important to remember that these rays can act also in the shade, filtering through the beach umbrella. A formulation with lutein associated to the network of ultraviolet filters can absorb the rays of the infrared zone (blue light), thus preventing skin overheating. Besides, the extreme effectiveness of this filtering system is enhanced by its structure, an adherent “net” on the skin, keeping the filters on the surface to optimize the “shield-effect” protection.



Advanced, smart, “thinking” photoprotection

From the union of knowledge on tanning processes and the know-how in skin care comes a high-technology protective special product, which starts working when the conventional ingredients, such as antioxidants and UV filters, stop their action.

Efficient and non-stop prevention of the skin premature aging.



The “Advanced Protection System” preserves the skin from the marks of premature aging.

UV radiations trigger a three-phase protective system: it cuts oxidant stress, blends in anti-UV protection and prevents further reactions. As a result, the productive process will be maintained and even strengthened.

Its effect lasts for all the 24 hours, i.e. night and day. This is the perfect completion for UV filters because its action continues even after sun exposure, for the entire night. Once applied on the skin, it changes its protective potential according to the state of each person’s skin. From now on, cosmetics can be part of the new class of “thinking” beauty products.





Protection of the sebaceous components



The tests on this new product proved its excellent antioxidant activity. The sebaceous components (e.g. the lipids contained in the superficial layers of the skin, responsible of its smooth and soft aspect) as well as the immune support and the anti-UV protection are maintained.

The future: the Hippo as a new muse!



And finally there is the gawky hippopotamus, light years away from the world of beauty. Still, every cosmetics laboratory seems to be enthusiastic about it, so that it is becoming a sort of icon for chemists. The fact is that this funny big animal represents the most interesting source of inspiration in order to create the perfect sun screen. Kimiko Hashimoto, professor of Chemistry at Kyoto University, is certain. He studied how this mammal with such a delicate skin can bear the burning African sun: its sweat contains molecules acting as an excellent sun screen. Moreover, it also defends the hippo-skin from microbial infection. That is to say, this is the most natural sunscreen-disinfectant we could ever have. Nowadays, the cosmetologists' idea is to study and then replicate the chemical structure of this molecule, making it stable and ready to be used in a formula. Those who will be able to do it will have the possibility of selling a natural-inspired product, without needing synthesized substances that often cause sensibilization - something that primarily happens in presence of perspiration: its acidity and saline composition reduces the sunscreen resistance.

