

# SUSANNE KAUFMANN™ & HOTEL POST BEZAU

## Press Release

The **Susanne Kaufmann Sun Care Trio** incorporates the latest innovations in chemical-free sunscreens combined with the hydrating, regenerative and anti-aging benefits of a highly effective skincare regimen. Formulated and produced in the Austrian Alps with the finest natural and botanical ingredients.

### **Susanne Kaufmann Face Broad Spectrum Protection Sunscreen SPF 30**

Formulated with active natural ingredients, the Susanne Kaufmann Sun Cream SPF 30 is an innovative hybrid (mineral and botanical) sunscreen that delivers long-lasting, waterproof protection from damaging sun exposure in a luxurious, naturally-scented cream.

Scientists estimate sun damage is responsible for 90% of premature skin aging. For many years sun-induced aging, or photo-aging, was attributed exclusively to UVB radiation. Recent studies have shown that UVA rays and the heat they generate contribute to the loss of skin elasticity and firmness and the appearance of premature wrinkles.

The Susanne Kaufmann Face Broad Spectrum Protection Sunscreen SPF 30 incorporates the latest innovations in chemical-free sunscreens to simultaneously protect skin from sun damage and treat the signs of skin aging. The gentle formula offers both UVA and UVB protection in a skin-loving, transparent lotion that is suitable for all ages and skin types including those with sensitive skin, and children 6 months and up.

#### **Key Ingredients:**

- **Zano®** is a patented mineral UV filter derived from zinc oxide that is non-irritating and mild on the skin. It offers the protective benefits of zinc oxide and is also anti-inflammatory, anti-microbial and skin healing.
- **Elix-IR™** is the first patented botanical active complex that specifically targets infrared-induced skin aging. Formulated with knotgrass extract, a flavonoid-rich ingredient derived from the shrub-like plant, Elix-IR™ protects dermis fibers against sun damage and maintains the skin's hydration and moisture during sun exposure.
- **Ectoin** is a natural substance that protects microorganisms against the damaging effects of UVB and UVA radiation, dryness and extreme temperatures. It also shields skin cells from environmental stress.
- **Karanja Tree Oil:** Non-greasy, and quickly absorbed into the skin this botanical oil is highly valued for natural antiseptic and antibacterial properties.

**Application:** Apply generously on clean skin 15 minutes before sun exposure. Reapply every two hours and after swimming.

**Ingredients:** coco caprylate, pongama glabra seed oil, tocopherol, zinc oxide, polygonum aviculare extract, simmondsia chinensis seed oil, squalene, solanum lycopersicum fruit extract, ectoin capric caprylic Triglyceride, polyhydroxystearic acid, cetearyl alcohol, cetearyl olivate, sorbitan olivate, aqua purificata, pentylene glycol nat., glycerin, carrageenan, xanthan gum, sodium polyphonste, sodium stearoyl glutamate, cardiospermum halicacabum seed extract, lactic acid, naturally derived fragrance

### **Susanne Kaufmann Body Broad Spectrum Protection Sunscreen SPF25**

The Susanne Kaufmann Sun Cream SPF 25 is a 70% organic, dermatologically tested hybrid (mineral and botanical) formula with UVA and UVB filters that regenerates, repairs and protects skin against premature aging and free radicals. A departure from petrochemical-based sunscreens, with their waxy feel and white opaque appearance, the nourishing Susanne Kaufmann Sun Cream has a fresh fruit scent and weightless texture. Easily absorbed, it feels more like soothing skincare than highly effective sun protection. The gentle formula is suitable for all ages and skin types including those with sensitive skin, and children 6 months and up.

Proving eco-friendly suncare can also be effective, the Susanne Kaufmann Sun Cream SPF 25 is formulated with plant-based active ingredients. Colorless carotenoids extracted from tomatoes inhibit melanin synthesis of the skin and the absorption of UVB and UVB rays. Natural ecotoine and pentavitin help skin repair damage from

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ultraviolet rays. A combination of active cell protection ingredients and state-of-the-art organic sun filters pamper the skin while providing reliable protection from the sun.

### Key Ingredients:

- **Ectoin** is a natural cell protectant that minimizes the damaging effects of UVB and UVA radiation, environmental aggressors and extreme temperatures. A powerful anti-aging ingredient, ectoin is valued for its water-binding ability and positive effect on skin hydration.
- **Pentavitin**, or saccharide isomerate, another water-binding agent is highly emollient and reduces dryness. Its preservative free composition is similar to that of the natural carbohydrate complex found in human skin.

**Application:** Apply thirty minutes prior to sun exposure. Reapply every two hours and after swimming.

**Ingredients:** aqua (water), caprylyl-caprylate/caprate, coco-caprylate, pentylene glycol, octocrylene, butyl methoxydibenzoylmethane, glycerin, cetearyl olivate, sorbitan olivate, phenylbenzimidazole sulfonic acid, polysilicone-15, sodium hydroxide, sodium stearoyl glutamate, ectoin, cetyl alcohol, saccharide isomerate, brassica oleracea italica (broccoli) seed oil, xanthan gum, tocopheryl acetate, parfum (fragrance), octyldedecanol, cardiospermum halicacabum extract, echium plantagineum seed oil, helianthus annuus (sun flower) oil unsaponifiables, simmondsia chinensis (jojoba) oil, squalane, solanum lycopersicum (tomato) fruit extract, citric acid, sodium phytate

## Susanne Kaufmann After Sun Gel Moisturizing

The Susanne Kaufmann After Sun Gel Moisturizing protects skin from environmental damage, treats skin inflammation post sun exposure and provides hydration. Featuring the patented ingredient Cube3, clinically proven to increase the skin's ability to retain moisture, the Susanne Kaufmann After Sun Gel promotes collagen synthesis in a soothing, light gel.

Rich in regenerative ingredients, the Susanne Kaufmann After Sun Gel is formulated with calming and moisturizing nutrients including aloe vera and cardiospermum. Instantly cooling and refreshing, the gel naturally prolongs the skin's summer glow.

### Key Ingredients:

- **CUBE3** is a hyaluronic serum featuring three different sized molecules derived from a fungus, the result of fermented flowers.
- **Cardiospermum** is a botanically-derived anti-inflammatory that treats, redness and dehydration while buffering the potentially irritating effects of the formula's potent active ingredients.

**Application:** Apply generously on clean skin after sun exposure. Reapply as needed.

**Ingredients:** aqua purificata (water), sodium hyaluronate, cellulose gum, carrageenan, ceratonia siliqua gum, sucrose, aloe barbadensis (aloe vera) extract, citric acid, sodium benzoate, potassium sorbate, alcohol plant., cardiospermum halicacabum seed extract, pentylene glycol nat, menthyl ethylamido oxalate, naturally derived fragrance

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Susanne Kaufmann Face Broad Spectrum Protection Sunscreen SPF 30, 50ml

Susanne Kaufmann Body Broad Spectrum Protection Sunscreen SPF25, 100ml

Susanne Kaufmann After Sun Gel Moisturizing, 100ml

### About Susanne Kaufmann

Susanne Kaufmann is a line of more than 90+ organic and naturally derived products for all skin types that includes facial skincare, bath, body and hair care. The line was originally developed for use in the 16 room Susanne Kaufmann Spa at the Hotel Post Bezau, a resort hotel owned and operated by the Kaufmann family for 5 generations. Created with a team of dermatologists using cutting age skin care technology, Susanne Kaufmann products are produced in a small operation in Austria's Bregenz forest, close to the Hotel Post Bezau. Each product is personally inspected by Susanne Kaufmann before being filled by hand, sealed and packaged in a production facility a few miles from the hotel. Many of the raw plant ingredients with which the products are formulated are wild harvested or cultivated in an ecological herb garden in the Bregenz forest. Susanne Kaufmann products are formulated without chemical active ingredients, solvents or emulsifiers and all preservatives systems are plant based. The brand does not engage in animal testing and only procures raw materials from companies who share their deep commitment to animal welfare and the environment at large.

### Additional Information

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