

## PRESS RELEASE

### **Aftersun Rescue Gel**

Whether you choose to spend your free time by the beach, surrounded by nature in the middle of a game reserve or beside a pool, fact is, if it is summer and there is sun involved, no matter how careful you are, there is always the risk of sunburn. Despite health warnings about sun damage, many people still subject their skins to the sun's burning rays. Studies show that more than one-third of adults and nearly 70% of children had sunburn within the past year.

Let's face it - you lie out in the sun hoping to get a golden tan. We know you never meant to get sunburnt but the company was just so good, you lost track of time or nodded off and instead find yourself looking a not so attractive fifty shades of pink. Under the skin, things are a little more complicated though. Although sun damage isn't always visible, the skin was damaged by both UVA and UVB rays. Apart from changing the skin to fifty shades of pink, the ultraviolet light can alter the skin's DNA which results in premature ageing and over time, DNA damage can contribute to skin cancers.

“Although there is no undoing the damage that the sun caused, you can help your skin recover sooner. As is the case with our Aftersun Rescue Gel, after-sun products assists with the repair process as they help to rehydrate and soothe the skin while sealing moisture in the skin,” says CEO and product developer Lisa Smit.

With our Aftersun Rescue Gel, the name says it all – your own ambulance in a tube, coming to your skin's rescue. What makes the TheraVine™ Aftersun Rescue Gel significantly more advanced than similar products available on the market, is that we took skin repair to the next level by adding Grape Stem Cells to replenish dying cells and to regenerate damaged tissue.

Despite the use of sun filters in your sun protection cream, toxins and reactive oxygen species are still generated by UV in the skin which affects the most sensitive cells such as the epidermal stem cells. UV radiation generates free radicals in the skin which can provoke erythema and affect the activity of epidermal stem cells leading to photo-ageing. Because epidermal stem cells control skin repair, preserving these precious cells is essential to protect the whole skin against UV-induced damage. Due to the strong antioxidant power of the particular grape's stem cells that we used, it is able to protect the skin cells and notably the epidermal stem cells against UV-induced stress.

The Aftersun Rescue Gel is further designed to target the burn on two fronts -- relieving reddened, inflamed skin while easing pain. We added the benefits of Aloe Vera to sooth, calm and reduce the irritation while the cooling action of Peppermint increases skin comfort and allows the Hyaluronic Acid to restore the water gradient in the skin. Rehydrating the skin helps to shorten the recovery time while calming Chamomile and Lavender further soothes and refreshes the skin.

Cosmetic Chemist and daughter of product developer Lisa Smit, Jodi Roberts, recommends applying the product immediately after sun exposure for relief and then again up to three times a day thereafter. "If you continue the treatment, the ingredients will help to put moisture back into the skin thereby improving the skin's integrity." Refrigerating the treatment gel before applying will make it feel even better on your sunburnt skin.

We recommend you take the follow **CARE** to ensure you are always sun smart:

**Cosmetics:** Apply a broad spectrum sun screen daily. Our Sun Defence SPF30 is a non-greasy, velvety textured sun protection cream with immediate and effective broad spectrum protection against UVA and UVB radiation.

- *Apply sunscreen about 30 minutes before you go outside.*
- *Use sunscreen even on overcast days because UV rays can penetrate clouds.*
- *Reapply sunscreen every two hours or more often if you perspire heavily or are swimming.*

**Avoid** direct sun exposure between 10h00 and 16h00.

**Right clothing** such as a wide-rimmed hat, light long sleeved clothing and sun glasses.

**Examine** your skin for changes regularly.

Our skins need saving by a super hero every now and then; allow our TheraVine™ Aftersun Rescue Gel to save the day.

TheraVine™ – Where Science Meets Natural Beauty

**For more information contact us.**

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ENDS

