

## fact sheet

# invisible physical defense spf 30

### description

An invisible Broad Spectrum physical sunscreen that blends easily on skin, featuring ultra-sheer Zinc Oxide.

### key benefits

- **Blends** easily on all skin tones.
- **Defends** against UVA/UVB/blue light.
- **Soothes** all skin types, including sensitive.

### key ingredients

- **Ultra-Sheer Zinc Oxide:** for blue light and Broad Spectrum UVA/UVB protection
- **Bioactive Mushroom Complex:** helps soothe skin and reduce UV-induced redness and dryness
- **Antioxidant Green Tea:** helps fight free-radical skin damage.
- **No chemical sunscreens**, artificial colors or fragrances.

### how to use it

Apply liberally to face, preferably 30 minutes prior to sun exposure. Wear every day for critical defense.

### product system

Daily Skin Health

### what it goes best with

Multi-Active Toner

Daily Skin Health Moisturizer

### estimated number of uses

#### Retail Size

1.7 oz / 50 mL: 48 uses

#### Professional Size

6.0 oz / 177 mL: 142 uses

### MSRP (USD):

Retail Size: \$54

Professional Size: \$59

### item code and UPC

#### Retail Size:

USA:

111412

666151111318

International:

111412INT

666151111325

Canada:

C111412

666151111332

Australia:

A111412

666151111400

#### Professional Size:

211412

666151620612

### product dimensions

(including carton) – l x w x h:

#### Retail Size:

1.25 x 2.25 x 6.0 in /

31.75 x 57.15 x 152.4 mm

#### Professional Size:

2.5 x 2.0 x 6.2 in /

63.5 x 50.8 x 157.48 mm



## frequently asked questions

### **What is Invisible Physical Defense SPF 30?**

A physical sunscreen that works for every skin tone and has it all: ultra-sheer Zinc Oxide for an invisible finish, protection against skin-damaging UV rays and blue light, and skin soothing, free radical-fighting naturals.

### **What makes it special?**

It is virtually impossible to find a physical sunscreen that blends easily on all skin tones and offers critical defense against UV rays and blue light. Invisible Physical Defense SPF 30 does all three things – AND makes an excellent post-treatment option with soothing properties.

### **What exactly is Zinc Oxide?**

Zinc Oxide is a mineral, actually an oxidized form of the metal Zinc. You may know it in chemistry as ZnO, a zinc atom and an oxygen atom held together by ionic bond. Zinc Oxide particles sizes can be quite big, which is what leads to a visible white cast, but scientific advances have allowed us to “micronize” this ingredient, or make it into smaller particles. This allows for an ultra-sheer finish that blends to invisible on all skin tones.

### **How does ultra-sheer Zinc Oxide work?**

Ultra-sheer Zinc Oxide works just like regular Zinc Oxide in that it is a mineral that sits atop skin and scatters and reflects light, including UVA and UVB rays. This helps protect skin from sun damage.

### **Does this product REALLY blend to invisible on all skin tones? Why does it come out white?**

Yes, this product blends to invisible on all skin tones, even darker ones. It comes out white because of the Zinc Oxide in the formula, but the white appearance dissipates as you blend it onto the skin.

### **Why is this product SPF 30 and not a higher SPF?**

For this product, we strived to provide the highest SPF possible while maintaining the best wearability. To provide a higher SPF, we would have to compromise wearability, and we wanted this product to blend to invisible on all skin tones. Dermatologists recommend using sunscreens with an SPF of at least 30 since it blocks 97% of UVB rays. In comparison, SPF 50 blocks 98% of UVB rays — so the difference in protection is only about 1 percent. (No sunscreen blocks all UV rays.)

### **Which is more important: SPF number or frequency of application?**

Frequency of application, by far! While SPF numbers matter, whether your client will wear a sunscreen daily – and correctly – matters more.

### **How do I know which sunscreen is best for my client? Chemical or physical? One with SPF 15, 30 or 50+?**

The answer is: the sunscreen they will wear the most! Listen to their concerns, evaluate their lifestyle, and let them try different formulas that seem right for them until they find one they like. You can also walk your client through our helpful AI-powered widget to get personalized sunscreen picks at [invisiblephysical.com](https://invisiblephysical.com)

### **Why is this product ideal for sun protection post-treatment?**

Zinc Oxide is unlikely to sensitize skin, which makes it a reliable choice for skin that has undergone a treatment. This product also contains soothing ingredients like Argan Oil, Tocopherol and Bisabolol.

### **Will this product look invisible and wear well under make-up?**

Yes! With all sunscreens, please advise your client to wait until their sunscreen feels “dry” before they apply make-up over it.