

## Broad Spectrum SPF 50 Sunscreens

- 100% mineral based
- Broad spectrum UV protection
- All natural & biodegradable formula
- No synthetics, no nano particles
- Quick & easy, goes on clear

  
*natural*



Made by Nature • Made to Work



## Ingredient Commitment

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- Broad spectrum UV protection
- All natural & biodegradable formula
- No synthetics
- No nano particles
- Quick & easy, goes on clear

TRUE Natural sets the NEW standard for natural sunscreen — providing the purest, chemical free sun and skin care products, safe for both you and the environment. TRUE Natural products are the first ever all natural SPF 50 sun protection and self-tanning products made with 100% renewable ingredients. All True Natural sunscreens meet the new 2012 FDA requirements for Broad Spectrum Protection and help to decrease the risk of skin cancer and early skin aging caused by the sun .

## Did You Know?

In 2012, FDA has decided to strengthen SPF regulations! In the past, SPF protected against damage from UVB rays, the ones that cause sunburn. But the new FDA regulations require sunscreen be tested for effectiveness against the more harmful UVA rays, linked to premature aging and skin cancer, in order to claim UVA protection. Products which protect against both UVA and UVB need to be labeled “broad spectrum”. To learn more visit: [www.TrueNatural.com](http://www.TrueNatural.com).

When it comes to shielding your skin from the sun's harmful rays, safe, natural solutions are often hard to find. That's why TRUE created their unique line of high performance, **broad spectrum** sun essentials made in the US from 100% renewable ingredients. TRUE is committed to providing the healthiest skin care products, free from artificial additives and chemicals. The 100% cruelty-free sustainable beauty brand uses organic ingredients and goes on clear!

## EWG Rated

TRUE Natural Sunscreens are listed in the EWG's Skin Deep Sunscreens 2011 list of the “Best Beach & Sport Sunscreens (All Natural Sunscreen SPF 40) and the “Best Moisturizers with SPF (All Natural Daily Moisturizer SPF 20) categories as top-rated sunscreens to provide 100% mineral based protection without the hazardous chemicals that penetrate the skin.

**True Natural sunscreens do more than protect against sunburns! When used as directed they actually decrease the risk of skin cancer and early skin aging caused by the sun.**

## General Sun Safety Tips

### Don't be skimpy

How much sunscreen is enough? Use it liberally and apply it evenly over all your exposed skin to ensure complete coverage. We recommend one ounce of TRUE Natural sunscreen per application. Reapply as needed.

### Manage your timing

Avoid exposure to the sun when its rays are strongest, between 10 a.m. and 2 p.m.

### Slather it on

Reapply and repeat often. Massage on another layer of sunscreen as needed (FDA recommends at least every two hours).

### Think beyond the beach

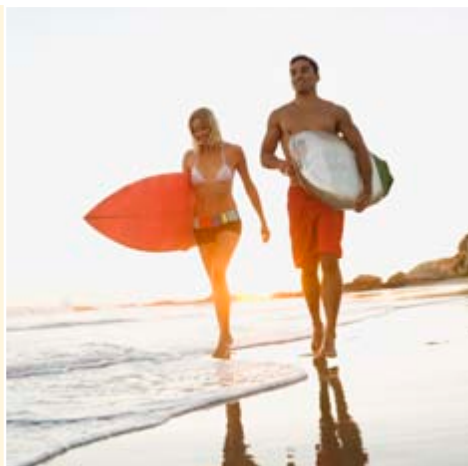
Remember that the sun's rays bounce off snow, concrete and water, as well as sand. Smart sun care is important in all climates and every season.

### Mind the easy to forget areas

It's easy to overlook spots like your ears, shoulders, lips, tops of your feet and the back of your neck, but they need sunscreen too. So does your scalp if you're bald or have thin hair.

### Babies need extra tender care

Take particular care of babies and children in the sun, and always ensure they are wearing clothing and a hat for extra protection. Pediatricians recommend babies under 6 months stay in the shade and receive minimal exposure to direct sunlight.



### Be a shade seeker

Shield yourself from the sun's rays whenever possible: Stay in the shade to limit exposure.

### Pregnancy

Natural sunscreens are especially important for pregnant or breast feeding women. Studies have shown that the chemicals in synthetic sunscreens can accumulate in the body, and can mimic the effects of estrogen. They have even been found in breast milk.

## SPF 50 Sunscreen - Face



### Face SPF 50 Unscented – 1.7 fl oz

Get intensive daily moisture backed by safe sun protection in one with this organic, all-natural skin saver. Featuring ingredients such as Organic Aloe Vera, this multi-tasking sunscreen and moisturizer keeps skin hydrated and firm for everyday wear. Perfect for all skin types.

### Face SPF 50 Vanilla – Coconut – Limited Edition – 1.7 fl oz

Vanilla - coconut in a small travel size. Active Sunscreen SPF 50, provides powerful sun protection, but is safe and gentle enough for the whole family. Non-nano zinc is used to effectively block harmful UVA and UVB rays. Organic plant ingredients support and nurture skin. Goes on clear and non-greasy.



## SPF 50 Lotions

### Lotion SPF 50 Vanilla – Coconut – 3.4 fl oz

The vanilla - coconut fragrance is fresh, clean and playful! High-performance, all natural sunscreen provides the ultimate in safe, long-lasting sun protection for the whole family. Made with ultra-moisturizing Organic Aloe Vera, Organic Coconut Oil, and zinc oxide, this gentle blend provides an instant, invisible shield against damaging UVA and UVB rays for the face and body — reduces the risk of skin cancer and premature aging of the skin.

### Lotion SPF 50, Baby & Sensitive Skin – 3.4 fl oz

Extremely gentle and suitable for babies and those prone to skin allergies. High-performance, all natural sunscreen provides the ultimate in safe, long-lasting sun protection for the whole family. Made with ultra-moisturizing Organic Aloe Vera, Organic Coconut Oil, and zinc oxide, this gentle blend provides an instant, invisible shield against damaging UVA and UVB rays for the face & body.



## Active SPF 50 Spray

### Active Sunscreen SPF 50 Spray – 4 fl oz

The same fresh vanilla - coconut fragrance with the ease and convenience of a spray. The ultimate in safe, long-lasting sun protection for the whole family. Made with ultra-moisturizing Organic Aloe Vera, Organic Coconut Oil, and zinc oxide, this gentle blend provides an instant, invisible shield against damaging UVA and UVB rays for the face & body.



## TRUE-ly Ocean-Friendly Sunscreens

Are sunscreens killing off our eco-system? Coral reefs are among the most biologically productive ecosystems in the world — and 60 percent of them are threatened by natural and anthropogenic forces. Marine Scientists link sunscreen to coral bleaching. Coral is an aquatic, stone-like structure that has cracks and crevices inhabited by colorful symbiotic organisms. Bleaching, generated by changing ocean temperatures, pollution, and bacterial pathogens, is the process in which coral loses its desirable tenants, leaving behind bare, white rock; without the algae, the coral turns white and dies. To stop the destruction of our precious coral reefs, scientists and many resorts are recommending that sunscreen users choose a biodegradable sunscreen with chemical-free ingredients such as zinc oxide.



## Self Tanner

### Self Tanner Face & Body – 3.4 oz

True Natural Self-Tanner Face and Body is the first USDA 100% Certified Biobased self-tanner on the market. Our tanner is free from harmful chemical ingredients and safe for regular use. We use a combination of naturally occurring sugars found in certain fruits and vegetables in our Self-Tanner. These sugars react with amino acids found in the outer layer of the skin, creating a nontoxic reaction which gives skin a tanned look. The “tan” appears between 3-4 hours and will slough away naturally, usually lasting between 3 and 7 days. Self-Tanner Face and Body contains natural anti-aging ingredients to support and protect skin. Jojoba oil lends light, non-greasy hydration. Aloe vera guards against environmental damage and is a skin-soother. Green Tea extract is packed with anti-oxidants to prevent aging free radical damage. This smooth, almost gel-like lotion is easy to apply and results in no streaks. Skin is left soft, silky and scented with a light and fresh lemon aroma.

True Natural Self-Tanner is vegan, cruelty-free, and 100% free from harmful chemical ingredients.



## Safe, Sunless Tanning Tips

Our revolutionary chemical-free, natural self-tanner gets your skin glowing in no time for a safe, healthy looking tan. TRUE Natural Self-Tanner Face & Body is formulated with two natural active ingredients, vegetable-derived DHA (Dihydroxyacetone) and the sugar agent Erythulose. These two ingredients react with the amino acids of the skin, resulting in an all natural looking tan.

### Flawless Application

- Cleanse and exfoliate with your favorite natural products
- Dry skin completely (drips cause streaking)
- For face and body, massage into skin in circular motions avoiding the eye area, hairline, eyebrow area, fingernails and toenails
- Use a small amount on elbows, knees, ankles, feet and hands
- Wash hands thoroughly with soap and water, avoid dripping on treated skin
- Wait 10-15 minutes until self-tanning lotion is absorbed before dressing
- Do not shower or exercise for 3 hours after application
- Your tan will achieve maximum results in 3-4 hours
- Reapply as needed to achieve the desired tan intensity
- To maintain tan level, repeat application after 4-5 days



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