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ELTA<sup>®</sup> GOLD SUNBLOCK PRODUCTS*The Ultimate in Broad-Spectrum Sun Protection*

Although the sun is known to have detrimental effects on the skin, people can still safely enjoy the outdoors year-round by choosing and using the appropriate sunblock. The complete line of **Elta<sup>®</sup> Gold Sunblocks** from **Swiss-American Products, Inc.** (Dallas, TX), is formulated to prevent and minimize damage from the sun while at the same time improve the overall health of the skin with daily use. What sets these exclusive formulas apart from other sunblock products is that they incorporate a high percentage of **Z-COTE<sup>®</sup>**, a patented, innovative form of micronized zinc oxide. Elta Gold Sunblocks, available only through physicians, go on clear when applied to the skin, yet form a powerful protective barrier, not just against the sun's UVB rays, but also against the UVA rays that have been shown to cause premature aging and long-term skin damage.

The Elta Gold Sunblock products start with a light, hypoallergenic, non-comedogenic formula that moisturizes the skin. Elta Gold Sunblocks are fragrance-free and are absorbed into the skin quickly, making them perfect for every day use. Additionally they are excellent for protection after microdermabrasion, laser treatments or other medical procedures and may be used in conjunction with sun-sensitive medications or skin enhancing products. Karyn Grossman, MD, a board-certified dermatologist in private practice in Santa Monica, CA, and New York, NY, says her patients have had good results from the Elta sun blocks. "It gives them excellent UVA/UVB coverage due to the zinc oxide content. The lightweight texture works great under make-up and aids in patients' daily compliance."

Exposure to ultraviolet light, UVA or UVB, from sunlight accounts for 90% of the symptoms of premature skin aging. The most important skin-care product available to prevent premature skin aging is sunblock, but most people do not use it correctly. The key is finding a sunblock that provides *true* broad-spectrum UVA and UVB protection and also contains the essential ingredient zinc oxide, a well-known chemical sunblock that scatters, reflects, and physically blocks UV radiation. Elta Gold Sunblocks with the patented Z-COTE deliver the most effective broad-spectrum

protection available. Conventional sunscreens are simply not designed to protect against damaging UVA I wavelengths. These products, principally formulated with UVB and UVA II filters, protect against UVB and only partially protect against UVA I damage. Repeated exposure to UVA II and UVA I wavelengths may result in excessive dryness, formation of fine lines, wrinkles, irregular skin pigmentation, weakening of the skin's immune system and skin cancer.

There is an Elta Gold Sunblock product for everyone. **Elta Gold UV Shield**, an every day facial cosmetic, is specifically designed to provide oil-free protection. While great for all skin types, it works particularly well with oily or acne-prone skin. Elta Gold UV Shield's special formula provides a high SPF 45 with 9% Z-COTE,

hydrates the skin, spreads easily and penetrates quickly, leaving no residue on skin's surface. Elta Gold UV Shield is used by both men and women alike. **Elta Gold UV Facial** offers the ultimate in a light, daily moisturizer and provides protection in a creamy, oil-free base. With a 4.5% concentration of Z-COTE, Elta Gold UV Facial spreads easily, is non-whitening, non-comedogenic and suitable for all

skin types, including sensitive skin. The unscented formulation works well alone or under makeup. **Elta Gold UV Sport**, a new product available this month, provides SPF 50 with 9% Z-COTE. Its waterproof formula won't rinse off in water or drip into eyes and sting. It can be applied to wet or dry skin and is long-lasting. Elta Gold UV Sport is great for swimmers, runners, skiers and other outdoor athletes, and is safe for use with children. **Elta Gold UV Lotion** is a unique daily moisturizing lotion for the *entire body* and blocks the damaging rays of the sun with SPF 30+. It is safe for all skin types.



For more information about the Elta Gold Sunblock line or Swiss-American Products Inc., call 1-800-633-8872, or visit the company's Web site at [www.eltagold.com](http://www.eltagold.com).

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