

# Product News

## **Anthelios Sunscreens**

La Roche-Posay Laboratoire Dermatologique introduces 3 new over-the-counter sunscreens to the Anthelios line: Anthelios 50 Mineral Tinted Ultra Light Sunscreen Fluid for Body, Anthelios 60 Ultra Light Sunscreen Fluid for Face, and Anthelios 60 Melt-In Sunscreen Milk for Body. All 3 products are specially formulated to ensure consumer compliance.

Anthelios 50 Mineral Tinted Ultra Light Sunscreen Fluid for Body is a lightweight water-resistant sunscreen that combines a mineral sun filter with powerful antioxidants. The advanced UV filtering system features a blend of titanium dioxide for broad-spectrum protection and even dispersal over the body without leaving a white residue on the skin. Cell-Ox Shield technology featuring the antioxidant *Senna alata* protects against cell damage. The formula can be applied to sensitive skin. Universal tint technology allows color match for most skin tones.

Anthelios 60 Ultra Light Sunscreen Fluid for Face and Anthelios 60 Melt-In Sunscreen Milk for Body utilize the new Cell-Ox Shield XL technology, an advanced combination of synergistic filters and antioxidants with fewer ingredients. It provides a dual-action approach to protection using a combination of 5 sun filters to deliver long-lasting, broad-spectrum protection and an antioxidant complex that protects skin on a cellular level. Both products also are water resistant up to 80 minutes. For more information, visit [www.laroche-posay.us](http://www.laroche-posay.us).

## **CeraVe Sun Care**

Valeant Pharmaceuticals North America LLC launches the CeraVe Sun Care line with 7 over-the-counter products offering sun protection on the face and body. The sunscreens are formulated with patented Invisible Zinc technology utilizing micronized zinc oxide and dry with a clear finish. CeraVe's hallmark ingredients—ceramides, niacinamide, and fatty acids—help repair and restore the protective skin barrier and support the skin's production of natural ceramides. CeraVe Sunscreen SPF 30 and SPF 50 for Face and SPF 30 and SPF 50 for Body provide broad-spectrum protection from UVA and UVB rays and are water resistant up to 80 minutes. CeraVe Wet Skin Spray SPF 30 and SPF 50 can be applied to wet or dry skin, providing water-resistant sun protection up to 80 minutes. CeraVe SPF 50 Sunscreen Stick is a facial sunscreen with a lightweight formula that rubs on easily using a

targeted retractable applicator. For more information, visit [www.cerave.com](http://www.cerave.com).

## **Lytera Skin Brightening Complex**

SkinMedica introduces Lytera Skin Brightening Complex, a hydroquinone-free skin-brightening product that can help patients feel better about their skin. When applied to the face and neck, the formula helps reduce the appearance of discoloration and dark spots caused by photoaging or hormones by brightening and evening skin tone within 12 weeks. Lytera's blend of ingredients blocks 4 separate biologic pathways that lead to skin discoloration, providing a holistic approach to treatment. Lytera can be used in patients who are looking for a maintenance regimen and is suitable for all skin types. It is physician dispensed as a single product or as part of the Lytera Skin Brightening System. For more information, visit [www.skinmedica.com](http://www.skinmedica.com).

## **Oxy Maximum Action and Daily Defense**

The Mentholatum Company releases new products in the Oxy Maximum Action and Daily Defense product lines. Oxy Maximum Action is formulated with benzoyl peroxide (BPO) to treat acne flare-ups and eliminate acne bacteria for visibly clearer skin. New products in the line include Advanced Face Wash with BPO 10% to kill acne bacteria and soothe irritation, Sensitive Face Wash with BPO 5% to minimize irritation and reduce redness, Spot Treatment and Tinted Spot Treatment with BPO 10% to visibly reduce redness, and Treatment Pads with encapsulated BPO 2.5% for on-the-go treatment. Oxy Daily Defense products contain salicylic acid for everyday maintenance to treat acne-prone skin and help prevent breakouts. The line includes a new Facial Cleanser to strip away dirt and oil, Exfoliating Face Scrub to exfoliate dead skin and open pores, Face Wash to unclog pores, and Sensitive Cleansing Pads for on-the-go use. The products feature new packaging developed in response to feedback from consumers. Maximum Action products have red packaging and Daily Defense products have blue packaging for easier consumer recognition among over-the-counter products. For more information, visit [www.oxy skincare.com](http://www.oxy skincare.com).

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