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**lavera introduces new organic sun protection
especially designed for the face:
Lip Balm SPF 15 and Anti-Age Sun Screen SPF 20**

Lavera offers for over 12 years high-quality sun protection and received "Innovation Prize of the Year" awards: 2001 for *Family Sun Spray SPF 15* and *Kids Sun Block Spray SPF 25* at BioFach, the largest Natural Expo in the world held in Germany.

This February, Lavera introduced two new sun screens in Europe at the Biofach 2006:

The **Anti-Age Sun Screen SPF 20** is especially developed for sensitive skin of the face with plant oils and shea butter, which intensively protect and moisturize. Witch hazel essences and liquorice extract have an anti-irritating effect. Caffeine extract stimulates microcirculation, rusco active ingredients support firming and strengthening effects. Hyaluronic acid and aloe vera gel provide intensive hydration effects. Betaglucan, a yeast active ingredient stimulates cell functions. Organic sun flower oil, which is cold pressed, contains a high amount of Vitamin E, beta carotin and unsaturated fatty acids to provide intensive skin protection and care. **The emulsion does not contain any PEG emulsifiers or PABA, so does not cause sun induced irritations, in Europe referred to as "Mallorca acne".**



Lip Balm SPF 15, 100% mineral based sun protection is specifically developed to be worn on a daily basis as it does not leave a white film on the skin! The formulation consist of organic olive oils, soybean oil, almond oil, sunflower oil, calendula oil and shea butter. The active ingredient Titanium Dioxide is coated to be inert and is in a micronized form to be almost invisible on skin. Jojoba Oil and Aloe Vera Oil provide extra moisture and Vitamins E and C provide protection against the elements.

The sun protection factors are tested in accordance to Colipa and Australian standard and protect against UV A, B and C rays. Both new sun screens follow the strict guidelines of the BDIH in Germany.



Lavera's range of sun screens offer the following advantages:

- 100% mineral based with Titanium Dioxide as active ingredient
- Effective immediately after application
- Broad spectrum UV protection UVA, B and C
- Waterproof
- Biodegradable
- Vegan
- Non -Estrogenic
- Are safe to be used by the whole family, including babies & children six months and up!

Other products in the *lavera* and *LAVERE Brand Collections* include:

Anti-Aging LAVERE – Advanced range of facial and body care treatments for skin 30 and up. Using 100% natural and organic ingredients to produce visible results. 3 in 1 Cleanser, Lifting Serum, Hydro Sensation Moisturizer Day, Repair Night Cream, Anti Cellulite Body Treatment, Special Wellness/Exfoliant Gel Mask are the leading products to mention.

Cosmetics- all completely natural and well wearing, 100% gentle and hypoallergenic brilliant colors derived from minerals. The lip gloss and Liquid Eye Concealer were honored with the "Innovation Prize of the Year" award at BioFach.

lavera, meaning "the truth" has been redefining natural beauty since 1987. One of Germany's most revered companies, lavera's commitment and philosophy to the purest organic and natural ingredients is unmatched, resulting in the highest honored and award winning skin care and cosmetics available today. The line includes face, body, baby, hair, sun care and color cosmetics.

Lavera products are available at Natural Product Stores, Wellness Boutiques and SPAs and online at www.lavera-usa.com.

Ars vivendi is the exclusive North American Distributor of lavera Natural Cosmetics. Ars vivendi symbolizes the art of living a healthy and organic lifestyle.

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