

AETHIC

BE LOVED BY NATURE

A skincare brand that treats
skin and nature as equals.

RAY FREQUENCIES



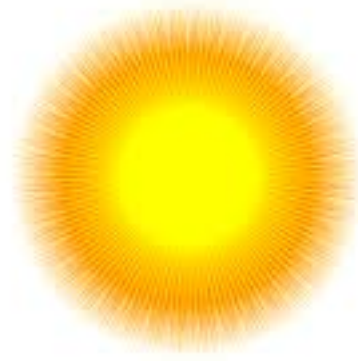
INFRA RED RAYS

VISIBLE RAYS

ULTRAVIOLET RAYS



ULTRAVIOLET RAYS



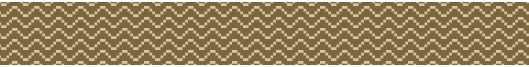
UVA RAYS

UVB RAYS

ULTRA VIOLET RAYS' EFFECTS ON SKIN



UVA 'Aging' rays



DNA damage + cancer

UVB 'Burning' rays

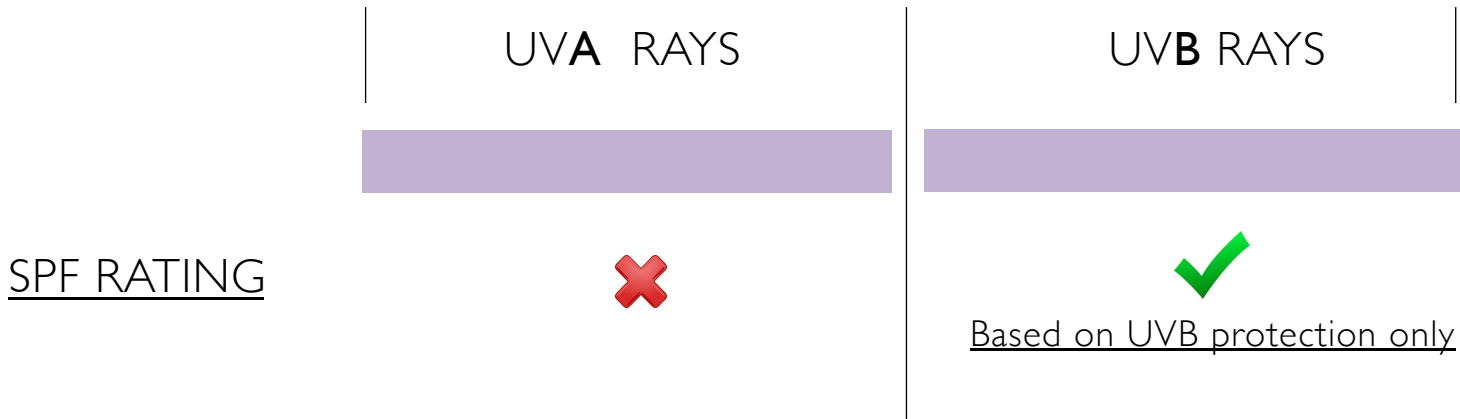


Red Painful Burn

How are all sunscreens classified?



All SPF ratings are based on UVB alone....



“BROAD SPECTRUM”

- ✗
- ✓
- ✗
- ✓
- ✓
- ✓
- ✗
- ✗
- ✓
- ✗

Means that it covers off **some** of both UVB and UVA rays. But does not indicate what frequencies or how **many**.

Most other sunscreens.....

Contain **PHYSICAL** FILTERS:

Zinc Oxide and Titanium Dioxide are such physical, derived, sun filters.

Be wary of their claims of being 'natural'.

They are derivatives. And there are many ways of deriving them. Some good, some less good.

The derivation method or manufacturing is not declared on labels. It is not required.

They also have recently been demonstrated to kill phytoplankton.



SÔVÉE FEATURES – Triple-Filter protection



Broader-Spectrum Triple-Filter protection

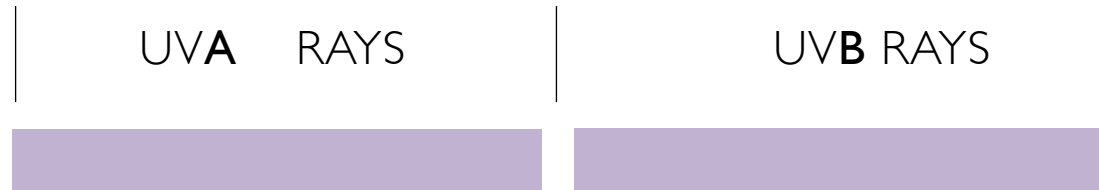


Covers off more ray frequencies.
Ok, but how?

SÔVÉE FEATURES – Triple-Filter protection



Broader-Spectrum Triple-Filter protection



Covers off more ray frequencies.
Ok, but how?

Instead of having only 1 or 2 filters: **it has 3**

SÔVÉE FEATURES – Triple-Filter protection



Broader-Spectrum Triple-Filter protection



What sort of filters are they?

Organic Compounds called **Chemical** filters
Unlike physical/natural, which reflect the light,
these *absorb* the light.

Note: Everything is chemical. You are too.

SÔVÉE FEATURES – Photo-stable Sun Filters

Three of the most photo-stable sun filters available

Ok, what does that mean?



SÔVÉE FEATURES – Photo-stable Sun Filters



Three of the most photo-stable sun filters available

Ok, what does that mean?

Photo = greek for light.

Stable = how they stand up to that light

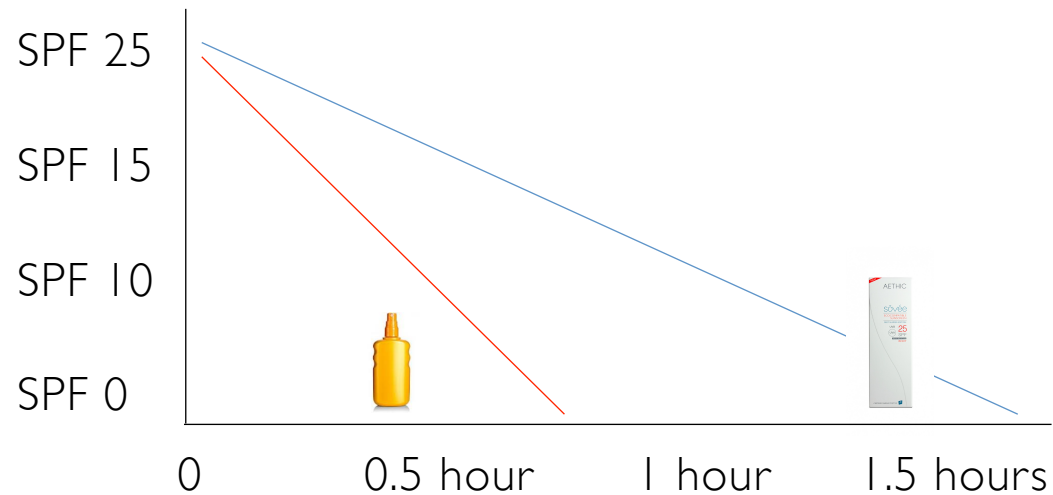
Photo-stable = how long they work well

SÔVÉE FEATURES – Photo-stable Sun Filters



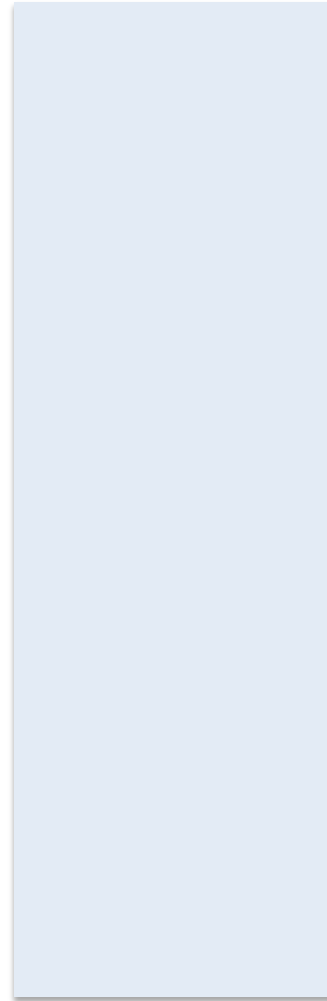
Three of the most photo-stable sun filters available

All sun filters decline in protective strength over time. Photo-stable ones decline at a slower **longer-lasting** pace.



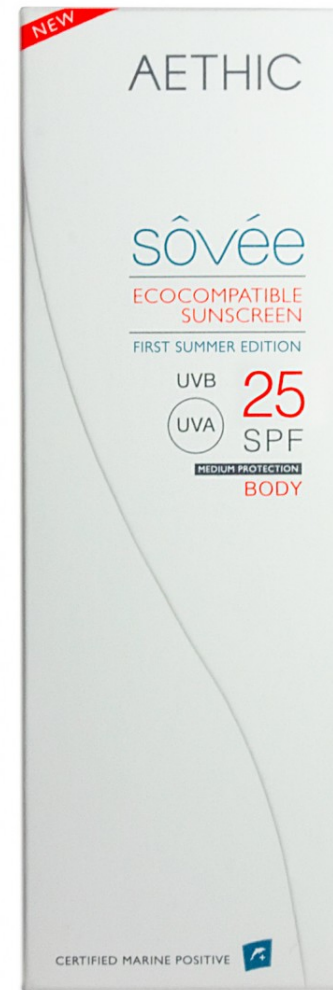
NB: This illustration is only for broad comparative purposes. Much depends on several variables: skin type, sun intensity, perspiration, dips in water etc.

- *No parabens.*
- *No petroleum emollients*
- *No artificial preservatives*
- *No zinc oxide*
- *No titanium dioxide*
- *No alcohol*
- *No lanolin*
- *No shark squalene*



- 3 Best most photo-stable sun filters selected (organic compounds)
- 3 Organic moisturisers; Olive Oil, Beeswax, Coconut extract
- Vitamin E as skin anti-oxidant
- Food grade preservatives
- Fewer ingredients than vast majority of sunscreens

Ingredient list: AQUA, PEG-8 BEESWAX, CAPRYLIC/CAPRIC TRIGLYCERIDE, OLEA EUROPAEA FRUIT OIL, METHYLENE BIS-BENZOTRIAZOLYL TETRAMETHYLBUTYLPHENOL, DIETHYLAMINO HYDROXYBENZOYL HEXYL BENZOATE-ETHYLHEXYL TRIAZONE NANO, POTASSIUM SORBATE, HYDROXYETHYLCELLULOSE, TOCOPHERYL ACETATE, TOCOPHEROL, SORBIC ACID, SODIUM HYDROXIDE, LAVANDULA HYBRIDA ABRIALIS OIL, PARFUM, LIMONENE, LINALOOL, EDTA.



PATENTED FORMULA

Superb skin protection, moisturisation and great feel.



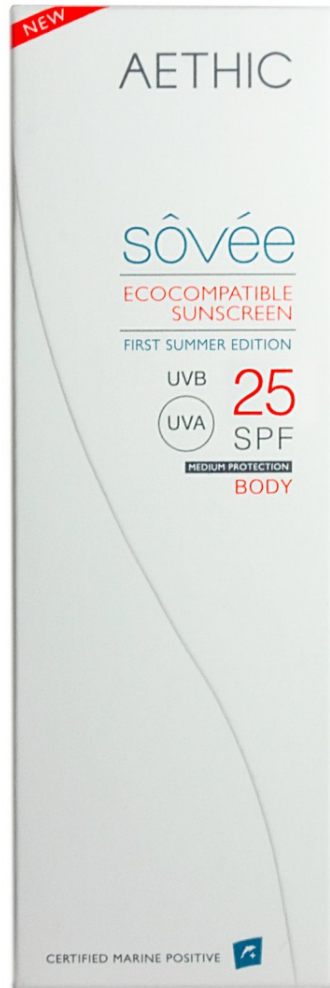
Leaves skin well protected, moisturised and glowing.

Fact: most sunscreens kill coral, mussels/clams and phyto-plankton.



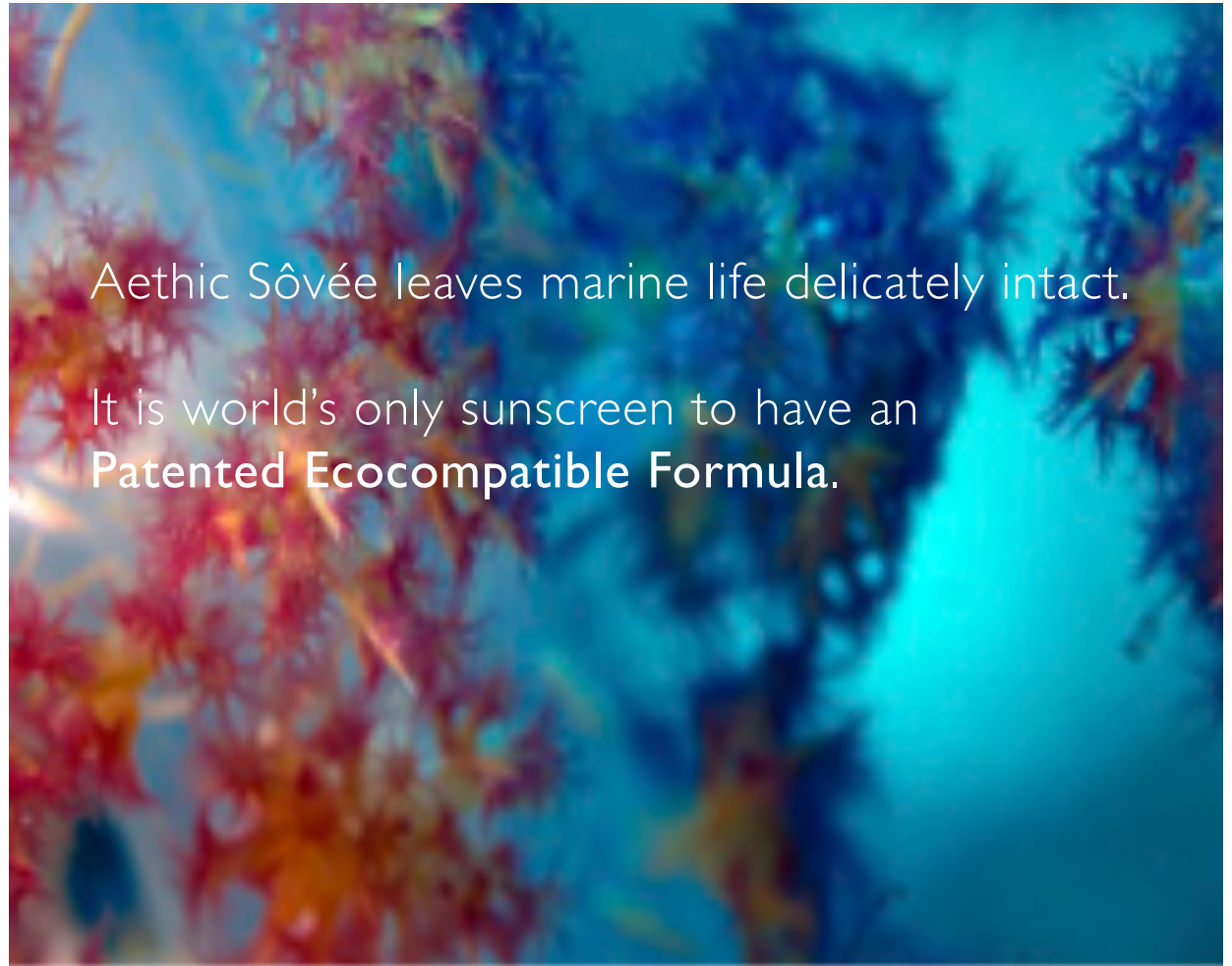
[how your usual sunscreen kills coral video https://vimeo.com/65808054.](https://vimeo.com/65808054)

SÔVÉE FEATURES – Patented Ecocompatible formula



Aethic Sôvée leaves marine life delicately intact.

It is world's only sunscreen to have an
Patented Ecocompatible Formula.




- Each ingredient tested on coral in isolation to identify the best
- Complete product tested again on coral and mussels. Intact.
- Tested on Copacabana beach; great skin sensation and better than most expensive products on the market for fragrance
- First sunscreen to be certified marine positive



- Certified Halal
- Fantastic product reviews from users
<http://www.aethic.com/features/people-love-aethic/>

Show Tools pane

Università Politecnica delle Marche
 Dipartimento Scienze della Vita e dell'Ambiente





Ancona, 31 March 2012

Object: Declaration of eco-compatibility

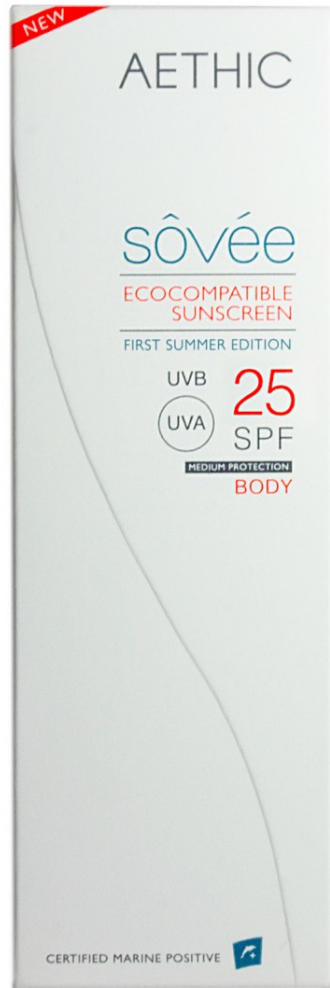
This is to certify that the sunscreen Aethic sôvée was tested for its potentially harmful effects on hard corals of the genus *Acropora* from Indonesia and on the common mussel *Mytilus galloprovincialis* from the Mediterranean Sea using the protocol reported in scientific work *Sunscreens Cause Coral Bleaching by Promoting Viral Infections* published in the international journal *Environmental Health Perspective*, 116: 441-447.

The personal care product Aethic sôvée resulted fully eco-compatible and did not show any negative effect on the survival of the species tested.

Yours Faithfully,
 Prof. Roberto Danovaro
 Director Dept. Life and Environmental Sciences
 Polytechnic University of Marche

SÔVÉE BENEFITS - SUMMARY



- Triple-Filter Broader Spectrum protection
- Three organic moisturisers
- Short, harm-free ingredient list
- Patented ecocompatible formula
- Certified marine positive



Aloha Allard,
Just got back from
Panama and Ecuador,
blazing hot with lots of
sun and surf. Happy I
had my Aethic! Makes a
world of a difference on
my skin. Going on a road
trip through the Big Sur
Coast to San Francisco
tomorrow. xo Rochelle

flt-1657
May 1, 2013

I love my Aethic!



Rochelle Ballard

"It smells good, feels good and works well. Now that I sampled it I'm actually missing it in my life. I really enjoy the smell and it isn't too thick on the skin"

Alexandra Cousteau

"I believe in what you are doing. And the product itself is wonderful."



Current range



RRP

£40

£44

£53



BE LOVED BY NATURE day and night.

Frequently asked questions:

Q: What makes Sôvée so truly different?

A: It has Triple-Filter protection with 3 organic moisturisers and all its ingredients were individually tested and then the entire product was tested on tropical coral and Mediterranean mussels. It left them intact. It has a patent for this.

Q: What makes Sôvée special for skin?

A: It has three of the most photo-stable filters available on the market to achieve optimal broad-spectrum protection. It also has beeswax, olive oil and coconut extract as moisturisers and Vitamin E as a skin-antioxidant. The preservative is organic food grade. We think it is probably the best sunscreen in the world. Rochelle Ballard and Alexandra Cousteau have both endorsed it.

Q: I notice that Sôvée has a lovely smell. Were the fragrances also tested?

A: Yes, on skin, coral and mussels. The concentrations are much lower than average in fact. If there is any adverse reaction, please stop using it at once and visit your dermatologist.

Q: This product doesn't contain Zinc Oxide, Titanium Dioxide or Parabens does it?

A: No, it doesn't.

Q: What does photo-stable mean?

A: The amount of time that the sun filters actually work when subjected to sun light. Even with Sôvée, the most photo-stable, it is best to reapply every hour and follow the instructions on the bottle closely.

Q: What does marine positive mean?

A: Sôvée is eco-compatible, the bottle created from sugar cane plastic, the box from sustainable paper and no glue. Even still Aethic wanted to ultra-offset (over compensate for) the water pollution aquatrail arising from transport. By donating to www.gobluetoo.com it was certified marine positive (carbon neutral 'plus' for water!).

Q: How is eco-compatible different from biodegradable?

A: Biodegradable means a product will break down or dissolve in nature. Unfortunately ingredients may still be harmful. Even organic ingredients can do harm when out of their original context and put somewhere else. Just think of petroleum - perfectly alright hundreds of metres under a bed of rock. NOT ok in the ocean.

Eco-compatible products are ones where the ingredients are scientifically tested and do no harm to nature.

Q: Is Aethic going to launch more products?

A: Yes, there are several others in development. When depends on how quickly you help to make Sôvée grow 😊