



# MÁDARA


organic skincare

DON'T LET THE DARK SIDE OF  
THE SUN TAKE OVER

INTRODUCING MÁDARA  
**NATURAL SPF RANGE**  
FOR FACE & BODY

Forget chemical sunscreens or natural products that leave your skin white and sticky. MÁDARA launches natural sun protection solutions without leaving white marks or compromising silky smooth, luxury textures.





## A LONG-AWAITED INNOVATION

Natural SPF formulations are some of the most challenging and most sophisticated solutions in the skin care market. After nearly 5 years of research, MÁDARA launches 4 unique, natural SPF-infused formulations for face and body, combining broad spectrum physical sunscreen with multiple skin care benefits and an instant beautifying action.



### CHEMICAL VS. NATURAL FILTERS

If chemical sun protection products penetrate the skin and absorb sun rays, natural sunscreens use mineral-based filters (either titanium dioxide or zinc oxide) **that physically reflect the harmful UV rays**. As studies detect certain health risk, associated with chemical filters (accumulation in the body, possible irritation and even hormonal alterations), mineral (also known as natural or physical) filters are considered as safer and also more effective.

Creating a physical barrier, natural sunscreens work from the very moment of application, and, as their action has nothing to do with chemical reactions, they work as long as they stay on your skin (so, you might even need less applications throughout the day, comparing to chemical sunscreens).

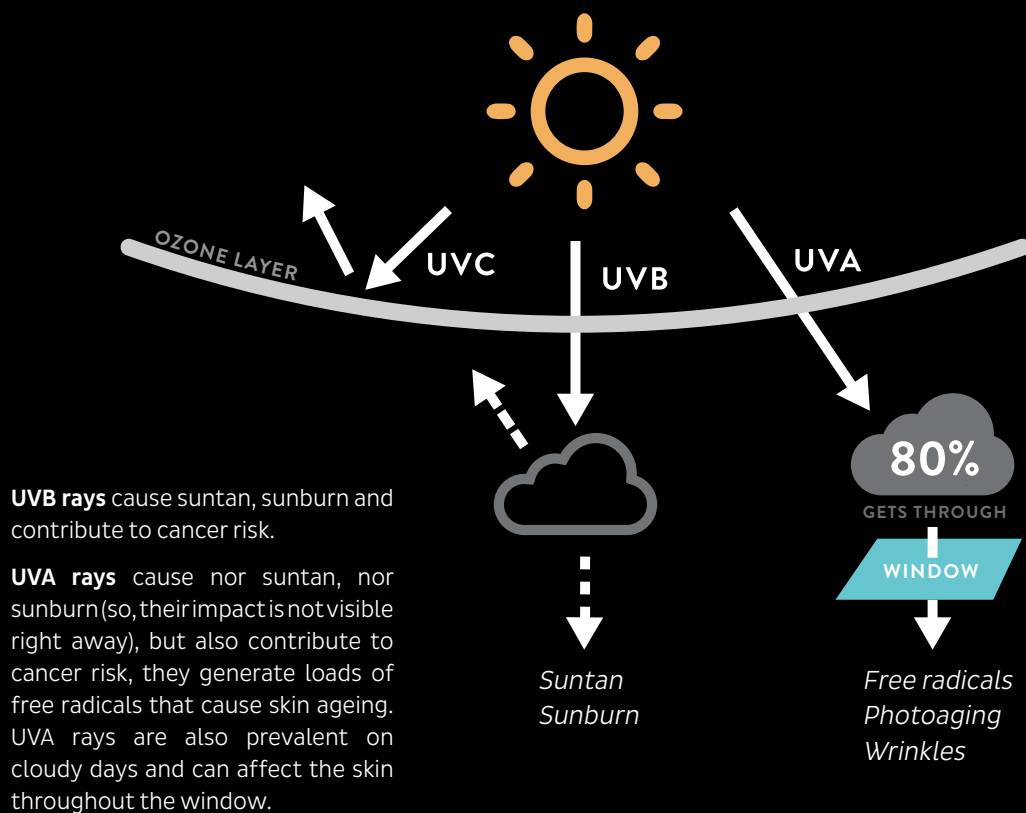
**NB!** Chemical sunblocks are often called **organic** – but don't be mistaken. That's just because they are based on organically synthesized compounds (rather than organic ingredients).

MÁDARA SPF products DO NOT contain chemical UV filters, often considered as potential endocrine disruptors, harmful preservatives, synthetic fragrances and colourants. Still they glide onto the skin easily, leaving no white marks.



## UNDERSTANDING SUN PROTECTION

# HOW SUN EXPOSURE AFFECTS YOUR SKIN



That's why it's so important to use sunscreen all year round. All MÁDARA SPF products provide broad spectrum protection – they are able to protect against UVB and UVA rays.

### HOW SPF PROTECTS YOUR SKIN FROM UVB DAMAGE

NONE	0%
SPF 2	50%
SPF 15	93%
SPF 30	97%
SPF 50	98%
SPF 100	99%

\*UVB PROTECTION

### ALWAYS USE NATURAL SPF AS YOUR TOP LAYER







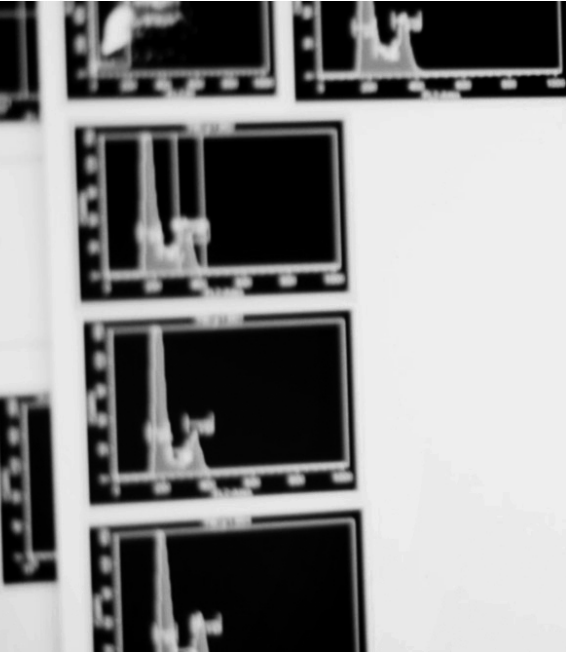
## OUR HERO INGREDIENTS

### ZINC OXIDE

Natural sunblocks use whether titanium dioxide or zinc oxide. All MÁDARA SPF formulations are based on zinc oxide. The optimum particle size of zinc oxide provides the highest levels of UVA and UVB blocking.

### PATENT-PENDING STEM CELLS FROM NORTHERN DRAGONHEAD

This innovative ingredient adds amazing skin care benefits to our SPF30 creams due to a hyperdose of antioxidants that help to neutralise free radicals and premature ageing, reducing the appearance of fine lines and wrinkles.



*“Developed at the intersection of nature and biotechnology, plant stem cells provide pure active ingredients in their most concentrated form, allowing us to get directly to the source of plant’s vitality, leaving out unnecessary plant tissue, such as cellulose.*

*Stem cell technology gives way to making use of the most fantastic properties of endangered species, which is also the case of Northern Dragonhead – not a single part of the plant is damaged, as the cells are grown using bioreactors. Extensive in vitro study indicates that stem cells from Northern Dragonhead effectively counteracts the sun damage, scavenging free radicals, reducing pigmentation and boosting collagen synthesis.”*

– Anna Ramata-Stunda, CEO at Alternative Plants Ltd.

### HYALURONIC ACID

Both high and low molecular weight hyaluronic acid helps to deliver intense hydration and prevent dryness.

### RASPBERRY SEED OIL + VITAMINS C & E

Team up for SPF-boosting, softening and skin restoring benefits.

### OAK BARK, GREEN TEA LEAF AND GRAPESEED EXTRACTS

With 18 times more antioxidant power than the industry standard\*, the complex of oak bark, grapeseed and green tea leaf extracts is the hero of MÁDARA City CC creams, providing powerful anti-ageing benefits and shielding the skin from urban pollution. Helps to prevent pigmentation, dark spots, ageing, loss of volume and plumpness.

\*Compared to the same concentration of BHT in a cream.



## THE COLLECTION



### FACE

#### PLANT STEM CELL AGE-DEFYING SUNSCREEN SPF30 40 ml

- Level of protection: **HIGH**
- Broad spectrum UVA/UVB and anti-pollution protection
- Ultra light, subtly tinted texture, invisible on the skin
- Protects the skin microbiome
- Hydrates
- Restores the skin, prevents dryness, wrinkles, pigmentation, dark spots and loss of volume
- All skin types



### BODY, HANDS & FACE

#### PLANT STEM CELL ANTIOXIDANT SUNSCREEN SPF30 100 ml

- Level of protection: **HIGH**
- Broad spectrum UVA/UVB protection
- Translucent texture, no white marks, invisible on the skin
- Hydrates
- Regenerates, prevents dryness and premature ageing
- All skin types

### FACE & BEAUTY

#### HYALURONIC ANTI-POLLUTION CC CREAM SPF15 40 ml

A must-have for every urbanista – evens out the skin tone, masks imperfections, hydrates and protects. That's why we call it #TheOnlyFilterNeeded – radiant, fully protected, insta-ready complexion is just one step away.



- Level of protection: **MEDIUM**
- Broad spectrum UVA/UVB protection
- Two self-adjusting shades: light beige/medium beige
- Corrects all skin tone imperfections, including redness, sallowness, dullness and dark spots
- Shields from urban pollution, neutralising oxidative stress and free radical damage
- Helps to prevent premature ageing
- Lasting hydration
- Radiant, non-cakey finish
- All skin types

*#TheOnlyFilterNeeded*

*"I have been waiting for this launch for more than a decade! With our new sunscreen products, we contribute to resolving one of the most challenging dilemmas in the cosmetics industry – how to protect the skin from the devastating impacts of UV rays both effectively and safely? I am proud that our certified natural sun protection solutions make no compromises on ingredient safety, and ensure a beautiful, luxurious touch."*

Lotte Tisenkopfa Iltner,  
MÁDARA founder and product co-author



**#TheOnlyFilterNeeded**





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