



A large graphic featuring a sunburst pattern of rays in shades of orange and yellow, radiating from a central point on the right side of the frame. The rays extend across the entire width of the image, creating a warm, glowing effect. The background is a gradient of orange and red.

SUN KISSED SKIN

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Summerpromotion 2025

Idea:

Launch of vibrant summertime feeling products with the story of

- SUN KISSED SKIN
- Happiness through a special active ingredient „sun kissed skin“
- Active ingredient that perfectly prepares the skin for the summer season



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Sunlight is an indispensable source of health, good mood and energy and triggers a number of important processes in the body. The release of beta-endorphins favours a positive mood and the synthesis of vitamin D is important for our bone health. Sunlight is also involved in the production of melanin, which protects our skin from damaging UV rays and free radicals. A skincare range that acts like sun on the skin? That's possible! →

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Extract from the indigo plant

The plant extract is obtained from the indigo plant *persicaria tinctoria*. By increasing the production of the body's own melanin and feel-good molecules (beta-endorphin, vitamin D and oxytocin), the botanical active ingredient mimics all the good properties of the sun. botanical active ingredient mimics all the good properties of the sun, giving the skin a healthy glow and lifting the mood at the same time. Positive emotions are generated. By stimulating melanin production, a darker phototype can be achieved within 7 days. The production of melanin is stimulated even without sun exposure and also works in combination with applied sun protection filters.

INCI: MORINGA OLEIFERA SEED OIL; ROSMARINUS OFFICINALIS (ROSEMARY) LEAF EXTRACT;
POLYGONUM TINCTORIUM LEAF/STEM EXTRACT

Cosmetic benefits: stimulates self-tanning of the skin, improves the mood, reduces inflammatory processes of the skin, protects against DNA damage to the skin caused by UV radiation



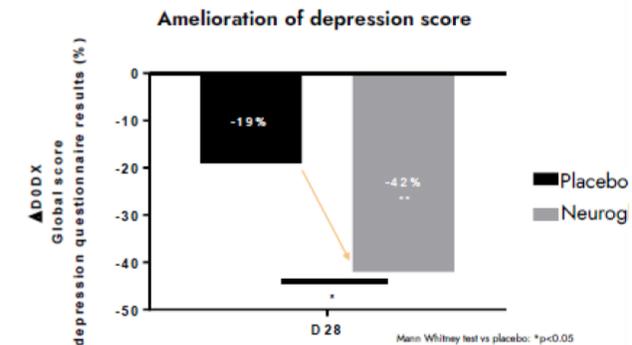
Stimulation of Wellbeing Clinical Studies prove:

- Testdesign: double blind against placebo
- 24 volunteers with winter depression
- Age 19-50 years old
- Sex: femal
- Testproduct: 1,2% in a cream against placebo
- Test area facial application
- Test method Focus/Moodpict/CES-D questionnaire

Test results/statistics

- Reduction of tiredness by 26%
- Increase of the feeling of affection by 34%

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The Products :

- SUN KISSED 24h Cream
- SUN KISSED Serum
- SUN KISSED Body Lotion



Item no.	Item	Content ml	Export Price €	RRP Germany €
	Sun Kissed Skin 24 H Cream	50ml	6,65€	39,50€
	Sun Kissed Skin 24H Cream Cabin	100ml	8,50€	
	Sun Kissed Skin Serum	30ml	7,75€	45,00€
	Sun Kissed Skin Serum Cabin	50ml	9,50€	
	Sun Kissed Skin Body Lotion	150ml	8,90€	29,50€

