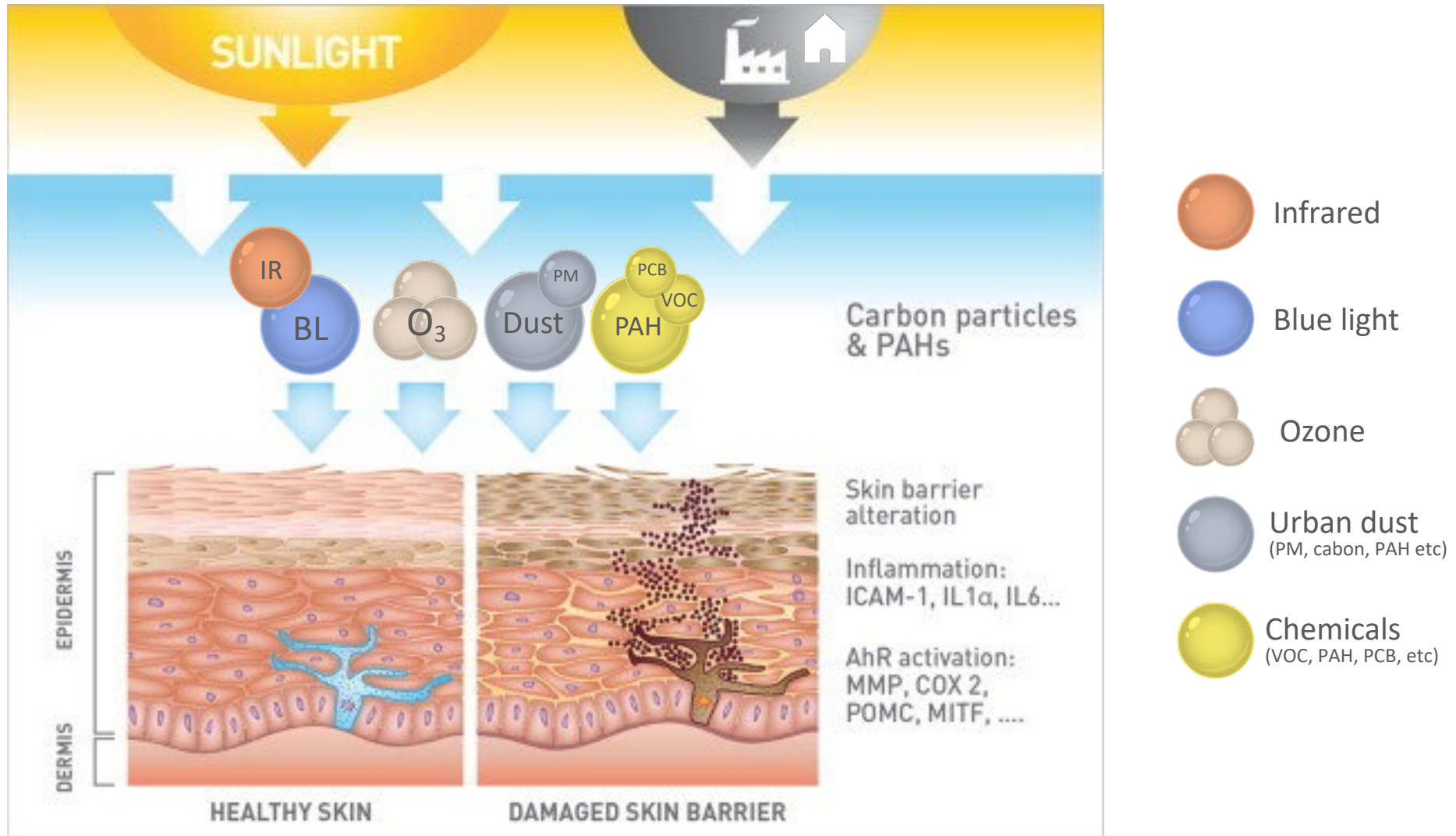




# Pollution Shield 5PF™

# DAMAGES FROM POLLUTION



# HOW POLLUTION DAMAGES SKIN

Attacks		Damages
Incrustation	Micro-pollutants attach to and accumulate on the protective stratum corneum.	<ul style="list-style-type: none"><li>• Uneven texture</li></ul>
Penetration	Micro-pollutants, joined by opportunistic microbes, pierce through the skin, damaging intra-cellular lipidic "mortar"; essential moisture escapes.	<ul style="list-style-type: none"><li>• Dryness</li><li>• Loss of plumpness</li></ul>
Oxidation	Free radicals overwhelm the skin's anti-oxidants, burning through cellular barriers and damaging their nucleus and DNA.	<ul style="list-style-type: none"><li>• Chronic inflammation</li><li>• Imperfections</li><li>• Spots</li></ul>
Ageing	Cells are incapacitated and cannot regenerate fast enough; premature ageing accelerates.	<ul style="list-style-type: none"><li>• Fine lines &amp; wrinkles</li><li>• Loss of firmness</li></ul>



# all-in-one

at the end of your favorite routine

ALL

incremental  
inclusive

NO

compromise

- ✓ keep your favorite skincare heroes
- ✓ focuses on all key pollutions
- ✓ all genders + skin types + ages + ethnicities

# PHYSICAL + MOLECULAR SCREEN

Damages		Effects on skin	5PF solutions
Incrustation	Micro-pollutants attach to and build up on the protective stratum corneum.	<ul style="list-style-type: none"><li>• Uneven texture</li></ul>	<b>anti-adherence</b> <ul style="list-style-type: none"><li>➤ Apply repelling protective physical shield</li></ul>
Penetration	Micro-pollutants, joined by opportunistic microbes, pierce through the skin, damaging intra-cellular lipidic "mortar"; essential moisture escapes.	<ul style="list-style-type: none"><li>• Dryness</li><li>• Loss of plumpness</li></ul>	<b>anti-penetration</b> <ul style="list-style-type: none"><li>➤ Rebuild lipidic and probiotic barrier</li></ul>
Oxidation	Free radicals overwhelm the skin's anti-oxidants, burning through cellular barriers and damaging their nucleus and DNA.	<ul style="list-style-type: none"><li>• Chronic inflammation</li><li>• Imperfections</li><li>• Spots</li></ul>	<b>anti-oxidation</b> <ul style="list-style-type: none"><li>➤ Supercharge with anti-oxidant and soothing agents</li></ul>
Ageing	Cells are incapacitated and cannot regenerate fast enough; premature ageing accelerates.	<ul style="list-style-type: none"><li>• Fine lines &amp; wrinkles</li><li>• Loss of firmness</li></ul>	<b>anti-ageing</b> <ul style="list-style-type: none"><li>➤ Infuse skin with ultra-concentrated anti-ageing ingredients</li></ul>

# anti-adherence

creates an invisible, micro-roughened repellant armour preventing pollutants incrustation



## moringa seed extracts

prevents micro-  
particles from  
sticking to skin

## biosaccharide matrix filter

covers skin with a  
breathable sugar-  
based filter matrix

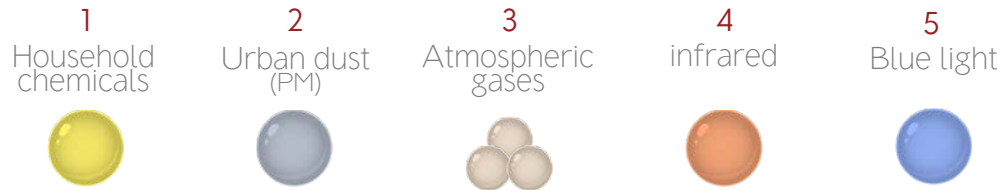


## soft silicone veil

creates a light, invisible  
and non-occlusive  
screening film

# anti-penetration

blocks infiltrations by rebuilding the skin's natural lipidic and probiotic barriers



## Natural probiotics

prevents microbial incrustation

## sunflower oil

fortifies the skin's natural lipidic barrier

## white lupin oil

restores skin's natural moisture & firmness

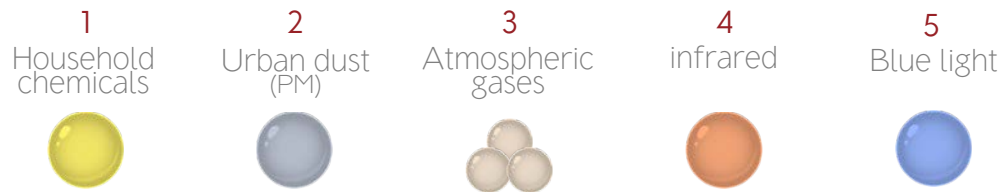
## pro-vitamin B5

retains essential moisture rebuilding cellular filtering walls



# anti-oxidation

strengthens the skin's reserve of anti-oxidants to fight against inflammation from all pollutions



vitamin E

fighting off free radicals

co-enzyme Q10

defends against oxidation damages



andean tara fruit

cools inflammation from light- and pollution-induced exposure



# anti-ageing

renews the skin's ability to repair  
and fend off future external aggressions

1  
Household  
chemicals



2  
Urban dust  
(PM)



3  
Atmospheric  
gases



4  
infrared



5  
Blue light



## vitamin C

corrects visible  
signs of  
inflammation

## niacinamide

helps rebuild healthy  
collagen stock



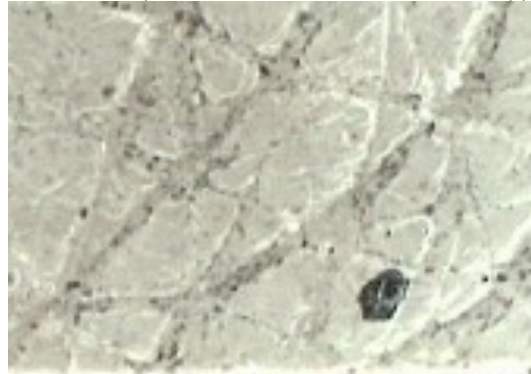
## madecassoside

helps the skin's collagen  
& hyaluronic acid  
synthesis ability

# anti-adherence

## Placebo cream

After exposure & clear water rinsing



Micro-particles are attached to the skin (and to the cream), accumulating on the surface.

## Pollution Shield 5PF

After exposure & clear water rinsing



Micro-particles **cannot stick** to or pierce through the micro-roughened matrix filter

# FULL SPECTRUM

Physical + Molecular screen

anti

- adherence
- penetration
- oxidation
- ageing

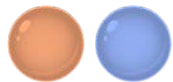
# anti-penetration

Skin protected with the Pollution Shield 5PF can keep significantly more essential moisture locked in – preserving the skin's integrity against the penetration of external pollutants.

up to<sup>18</sup>  
**+53%**

skin protective integrity  
against

light-induced  
pollution



up to<sup>18</sup>  
**+25%**

skin protective integrity  
against

physical dust  
pollution



up to<sup>18</sup>  
**+23%**

skin protective integrity  
against

gaseous  
pollution



statistically significant (TEWL)

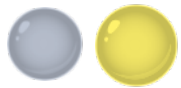
# anti-oxidation

The 5PF's supercharged anti-oxidant complex drastically **reduces free radical attacks from all sources of pollution**. Oxidation falls, preventing the spread of destructive inflammation.

up to <sup>19</sup>  
-86%

deep oxidative stress  
against

physical dust  
pollution



up to <sup>19</sup>  
-55%

deep oxidative stress  
against

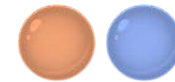
gaseous  
pollution



up to <sup>19</sup>  
-54%

deep oxidative stress  
against

light-induced  
pollution



statistically significant (TEWL)

# anti-ageing

Within weeks, skin is rebuilt from within, fine lines and wrinkles are visibly smoothed, skin feels and looks plumper and softer.

+31%<sup>up to 20</sup>

skin firmness

-15%<sup>up to 21</sup>

fine lines and  
wrinkles

-25%<sup>up to 22</sup>

appearance of  
spots

# OUR FULL SPECTRUM SOLUTION

Pollution Shield  
5PF



Drops



Serum / Cream  
replacement



Sunscreen



Cleanser



anti-

- adherence
- penetration
- oxidation
- ageing





# the application ritual





# A NEW STEP TO FINISH ANY ROUTINE

Finish any and all skincare routines with one pearl of Pollution Shield 5PF



# THE FINISHING TOUCH



## the #NoFilter filter

Forget heavy foundations: this superlight mattifying veil instantly smoothes over the skin's finer lines and imperfections.



# Pollution Shield

## 5PF

100%

vegan  
cruelty-free  
gluten-free

swiss-made  
dermatologically  
+ ophthalmologically tested

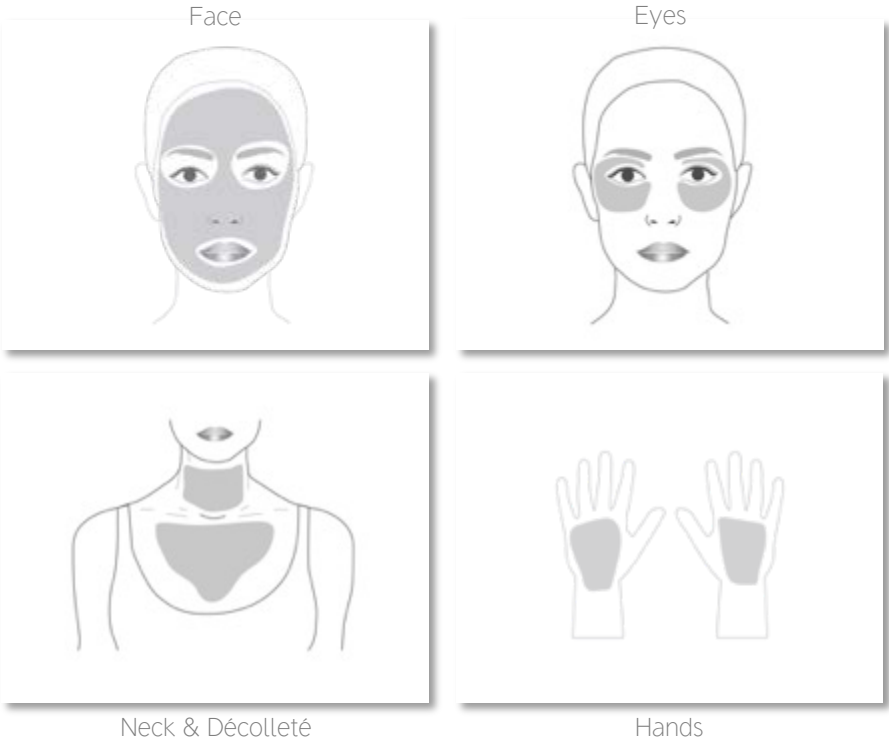
0%

parabens  
micro-plastics  
mineral oil  
phthalates



# Pollution Shield 5PF

## 4 Treatment Zones





SWITZERLAND'S  
**1<sup>st</sup>**  
AESTHETIC  
BOTOX® DOCTOR

From a globally renown dermatologist

PATENTED  
STEM CELL  
TECHNOLOGY

Proven medical-like results.

BRAND WITH MORE THAN  
**50 AWARDS**  
AND ACCOLADES

International recognition

Swiss  
Clean  
Beauty

Ethical, conscious, clean

SWISS  
MADE 

100% made in Switzerland



Biotech results.  
Conscious Formulas.

100% results. 0% compromise.



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17. In-vivo study. Placebo control, exposure to particulate matter (carbon 149µm)
18. Ex-vivo study. Untreated control, separate exposure to Ambient & Urban Dust (NIST SRM 1649b), Indoor pollutants (NIST SRM 2584), Ozone, Infrared rays and Blue light (412nm and 450nm). TEWL. Double protocol: 48 hour repeated and T-1hr single application
19. Ex-vivo study. Untreated control, separate exposure to Ambient & Urban Dust (NIST SRM 1649b), Indoor pollutants (NIST SRM 2584), Ozone, Infrared rays and Blue light (412nm and 450nm). ROS. Double protocol: 48 hour repeated and T-1hr single application.
20. 16 weeks in-vivo study. Study on forearm via cutometer. 20 volunteers
21. 12 weeks in-vivo study. Randomized, double blind, split face, placebo controlled. 50 volunteers.
22. 8 weeks in-vivo study. Randomized, double blind, split face, placebo controlled. 27 volunteers.