









HELIOCARE

A comprehensive range



For everyday protection	For extended sun exposure (e.g. weekends or outdoor activities)	For maximum skin protection (use capsules in combination with topical Heliocare)
<p>SPF 30 Heliocare SILK gel</p> <p>Light, silky, soft and comfortable everyday photo-ageing protection ¹</p> <p></p> <p>Apply every day before sun exposure over the normal moisturiser</p> <p></p> <p>Can be used with any daily cosmetic and make-up</p>	<p>SPF 50 Heliocare Compact</p> <p>High SPF daily photoprotective covering make-up</p> <p></p> <p>SPF 50 XF Gel</p> <p>High SPF cream with improved texture offers extensive photo ageing protection</p> <p></p> <p>Gel Cream Colour SPF 50</p> <p>Tinted sunscreens offer photoimmunoprotection and make-up effect</p>	<p>HELIOCARE Capsules</p> <p>Protection for sensitive skins</p> <p></p> <p>Chemical peels or laser treatment</p> <p></p> <p>People with skin conditions requiring UVB or UVA radiation e.g. psoriasis</p> <p></p> <p>Medications that increase a person's sensitivity to the sun</p> <p></p> <p>People who are prone to skin cancer</p>

How do I protect my skin following aesthetic procedures such as laser, skin peeling or other?

<p>If your doctor recommends that you do not use a topical sunscreen during the first 3 days following a procedure</p>	<p>Post treatment phase/ everyday care</p>
<p>Take HELIOCARE oral capsules twice a day (30 minutes before sun exposure and 4 hours later). Wear additional protective clothing if you do go out in the sun, such as a hat and sunglasses.</p>	<p>Apply an everyday broadband sunscreen which protects against UVB and UVA e.g. HELIOCARE silk gel. During periods of extended sun exposure remember to re-apply every 2-3 hours and/or take a Heliocare capsule 30 minutes before sun exposure and 4 hours thereafter.</p>

By recommending HELIOCARE, your doctor offers you a genuine protection strategy against the long and short term damaging effects of sun exposure.

Take extra care with

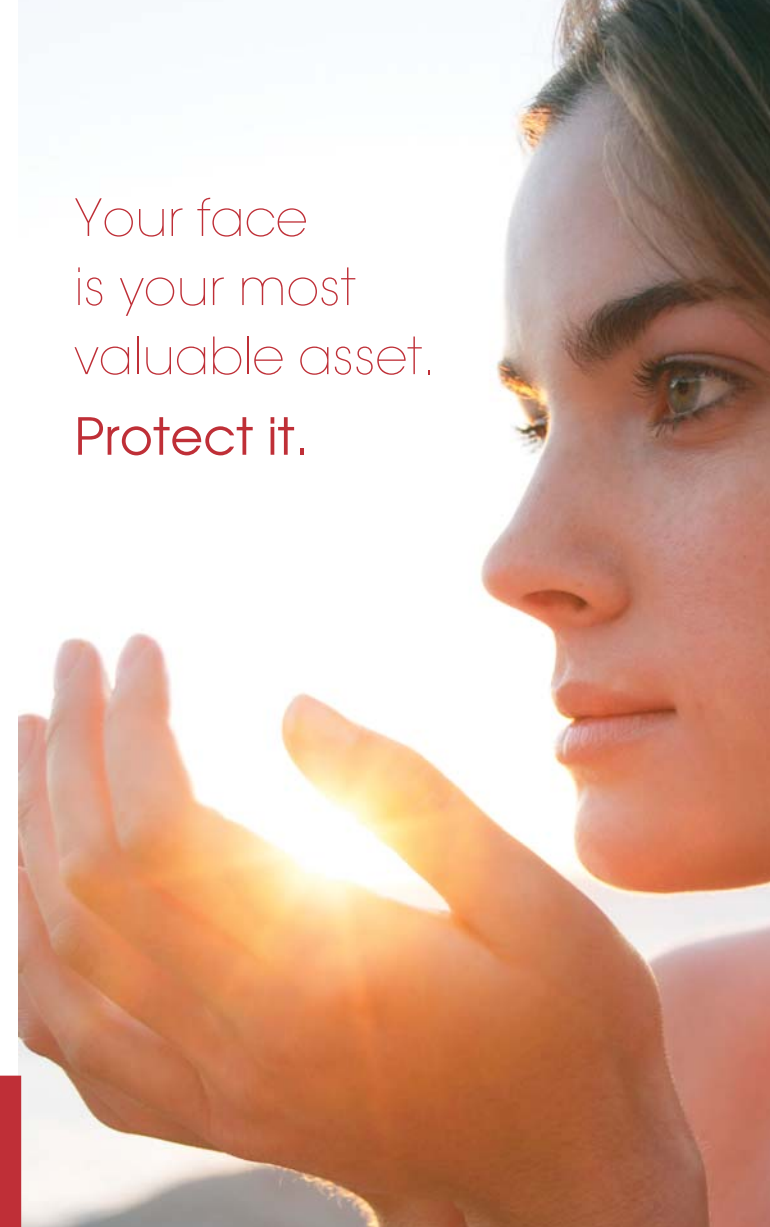
 **HELIOCARE**
More than a Sunscreen



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References: 1. González S, Fernández-Lorente M, Gilaberte-Calzada Y. The latest on skin photoprotection. *Clinics in Dermatology* 2008; **26**:614-626. 2. Uvinyl A Plus. Data on file. Genop Healthcare. 3. Philipos N, Conter J, Chen Y-J et al. Beneficial regulation of matrix metalloproteinases and their inhibitors, fibrillar collagens and transforming growth-factor-β by *Polypodium leucotomos*, directly or in dermal fibroblasts, ultraviolet radiated fibroblasts and melanoma cells. *Arch Dermatol Res* 2009. Published online 17 April 2009. DOI: 10.1007/s00403-009-0950-x 4. González S, Pathak MA. Inhibition of ultraviolet-induced formation of reactive oxygen species, lipid peroxidation, erythema and skin photosensitization by *Polypodium leucotomos*. *Photodermatol Photobiomed* 1996; **12**:45-56. 5. BASF UV Filters. April 2009. Data on file. Genop Healthcare. 6. Gomes AJ, Lunardi CN, Gonzalez S, Tedesco AC. The antioxidant action of *Polypodium leucotomos* extract and kojic acid: reactions with reactive oxygen species. *Brazilian Journal of Medical and Biological Research* 2001; **34**:1487-1494. 7. Middelkamp-Hup MA, Pathak MA, Parrado C et al. Oral *Polypodium leucotomos* extract decreases ultraviolet-induced damage of human skin. *J Am Acad Dermatol* 2004; **51**(6): 910-918. **Licence holder:** Genop Healthcare (Pty) Ltd. (Co. Reg. no. 1994/011575/07), 72 Morkels Close, Capital Hill Commercial Estate, Cnr of K101 and Le Roux Road, Alandale Ext 9, MIDRAND. © 2012. Tel: 0861 436 674 www.genop.co.za 11/2012/TC/130.

Your face is your most valuable asset. Protect it.



Take extra care with

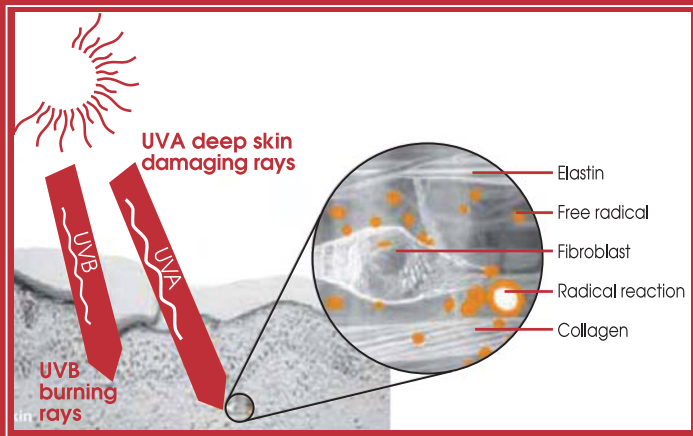
 **HELIOCARE**
More than a Sunscreen

SUNLIGHT

is part of our everyday life bringing warmth and light to our world.

However the sun gives out two forms of ultraviolet radiation, in the form of UVA and UVB rays, which can damage our skin and increase our risk for skin cancer.¹

The UVB rays are mainly responsible for sunburn. However the sun's UVA rays penetrate deeper into the skin and have more damaging long-term effects, which result in premature skin ageing or photo-ageing.²



The importance of UVA in skin damage

UVA-induced skin damage becomes evident only after years of repeated exposure to the sun, even at low UVA doses. This results in premature skin ageing or 'photo-ageing'. The skin has increased breakdown of skin proteins (such as elastin and collagen), loses flexibility and moisture and results in sagging, spots and wrinkles.²

While we are concerned for our faces to always look young and beautiful, UVA-induced skin damage is not only a matter of preventing the ageing process, but poses a serious risk to our skin health.^{1,2}

UVA radiation causes damage indirectly via the formation of aggressive free radicals and oxygen species, the "Reactive Oxygen Species". These highly reactive species damage cell membranes, change the DNA of the skin cells and are linked to the development of skin cancer.^{2,3,4}

Adequate and reliable skin protection requires a careful balance between protecting against sunburn and long-lasting protection against premature skin ageing. The risk of overexposure to UVB radiation resulting in sunburn in everyday life is fairly low, whereas UVA radiation is fairly constant through the year. So, protecting the skin from daily UVA exposure is even more important than protecting against sunburn with high SPF factor sunscreens.²

Daily protection should provide at least the same protection level against free radicals (UVA radiation) as against sunburn (UVB radiation) in order to efficiently prevent long-term skin damage resulting in photo-ageing.²

When sunscreens aren't enough...

Many skin care products already contain UVB filters, which protect mainly against sunburn.² However in the fight against ageing, today's modern lifestyle demands MORE...¹

HELIOCARE... more than a sunscreen

- HELIOCARE is a unique product formulated with Fernblock, a natural sun protection substance, extracted from the fern plant of South America.¹
- HELIOCARE effectively blocks out both UVB and UVA radiation^{1,5}
- HELIOCARE is formulated with a special filter called UVINUL A Plus which has excellent anti-ageing properties for modern daily skin protection thanks to its powerful absorption of the deeply penetrating long-wave UVA rays.²
- HELIOCARE is also formulated with antioxidants to fight damaging free radicals^{3,4,6}
- HELIOCARE actively stimulates the collagen of the skin, a novel anti-ageing effect³

Take extra care with HELIOCARE

HELIOCARE, allows you to take extra care of your skin by providing all round protection - protecting against the acute effects of sunburn and providing long-lasting protection against premature skin ageing and skin damage.^{3,7}

Many people are exposed to the sun for many hours during the day. This means that to ensure adequate protection against the sun's harmful rays, you need to reapply every 2 to 3 hours.

HELIOCARE has a range of formulations to suit your individual needs and is the only sun protection product to offer a capsule for people who need entire body protection against the sun.

