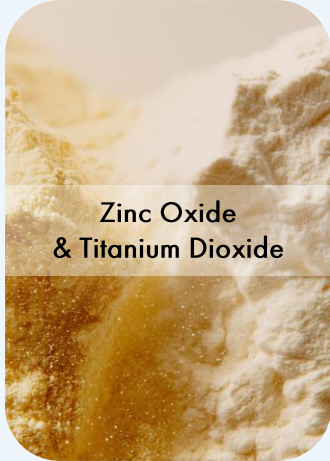


PRODUCT INGREDIENT DEEP DIVE

Education Internal Use Only

UV PROTECTION



Zinc Oxide
& Titanium Dioxide

WHAT IT DOES

Physical UV filters that protect against UVA (aging rays) and UVB (burning rays)

HOW IT WORKS

These are mineral-based sunscreens that sit on top of the skin's surface and reflect UV light like tiny mirrors. Unlike chemical filters, they start working immediately after application — no waiting time needed

CONSUMER INSIGHTS

In China, consumers are increasingly concerned about photoaging (early signs of aging caused by sun exposure) and skin sensitivity. Physical filters are ideal because they are less likely to cause irritation and are suitable even for sensitive skin

DID YOU KNOW?

Zinc Oxide also has soothing and anti-inflammatory benefits, helping calm redness while protecting skin — making it a double-duty ingredient

BOOST MOISTURE BARRIER



Hyaluronic Acid

WHAT IT DOES

Hyaluronic Acid: Deeply hydrates skin layers and smooths fine lines caused by dehydration. A moisture magnet that can hold up to 1,000 times its weight in water

Algae Extract: Antioxidant benefits - defend against daily pollution and blue light. Rich in marine minerals and amino acids, it helps fortify the skin's natural barrier and maintain moisture balance



Algae Extract

💡 **Consumer Storytelling Hook:** Position this duo as “urban shield ingredients” — ideal for city life, air pollution, and long hours in front of screens

BRIGHTENING + DARK SPOT REDUCTION



Angelica Root
当归

WHAT IT DOES

Helps calm skin and discourage excess pigment overproduction, supporting an even-looking tone over time

DID YOU KNOW?

Traditionally valued in Chinese herbal skincare for promoting skin harmony and vitality



Gentian Root
龙胆根

WHAT IT DOES

Helps soothe visible irritation triggers that can lead to future discoloration.

Rich in antioxidants that help defend skin from environmental aggressors.



Niacinamide

WHAT IT DOES

Science-backed brightener that helps even skin tone and visibly improve dullness

Strengthens skin's moisture barrier for a smoother, more refined look