

*It's time to reveal the future of skincare*

**Focus Care Comfort+**  
**Anti-Pollution Spritz *and* Masque**

*Comprehensive Guide*



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An aerial, black and white photograph of a dense city skyline, likely New York City, viewed from a high angle. The image shows a grid of streets and numerous skyscrapers. The sky is overcast with soft, diffused light. The text is overlaid in white, with a mix of italicized and bold fonts.

*Life has* **CHANGED**

*Life is* **PRESSURISED**

*People are* **TIME DEPRIVED**

*Constant* **DIGITAL CONNECTIVITY**

*but the world hasn't* **STOPPED.**

# OUTDOOR AND INDOOR URBAN POLLUTION IS ON THE RISE

*SO, WHAT ARE THE HARMFUL EFFECTS  
OF POLLUTANTS ON THE SKIN?*

- Free radical attack
- Damaging spiral cascade
- Skin inflammatory response
- Skin barrier damage
- Disruption of skin homeostasis



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# BLUE LIGHT IS A A MAJOR EMERGING POLLUTANT

Exposure to light emitted from electronic devices on human skin cells, even in case of short exposures, can increase the generation of reactive oxygen species

Scientifically shown to increase the incidence of skin discolouration

US NATIONAL LIBRARY OF MEDICINE  
NATIONAL INSTITUTES OF HEALTH



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## DID YOU KNOW?

- The increase in air pollution over the years has had major effects on the human skin.
- 60-70% of women and 50-60% of men report having some degree of sensitive skin.
- Various air pollutants such as ultraviolet radiation, volatile organic compounds, oxides, particulate matter, ozone and cigarette smoke affect the skin as it is the outermost barrier.
- Cigarette smoke contributes to premature ageing and an increase in the incidence of psoriasis, acne and skin cancers.
- Volatile organic compounds have been associated with atopic dermatitis.

SOURCE: THE PREVALENCE OF SENSITIVE SKIN  
US NATIONAL LIBRARY OF MEDICINE  
NATIONAL INSTITUTES OF HEALTH



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# THE SIGNS OF POLLUTION'S EFFECTS ON SKIN

- Increased skin sensitivity
- Premature skin ageing
- Dryness
- Skin discolouration
- Dullness
- Roughness
- Compromised skin barrier
- Breakouts & excess sebum



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# CONSUMERS FOCUS ON SKIN HEALTH

- Affluent, health-conscious urbanites are prepared to invest in their skin care routine and are looking for products **designed to fit their on-the-go, city lifestyle.**
- Consumers are demanding **shielding products that are advanced and multi-functional.**
- **83%** of consumers would like to use cosmetics able to maintain skin's health.
- There is a **rising focus on building resilience and enhancing the skin's natural ability to protect itself.**
- **73%** of consumers believe that the beauty of your skin depends on the health of your skin.



*it's time to give skin*  
**CITY**

**COMFORT**

*Introducing two revolutionary  
new Anti-Pollution innovations*



**Focus Care Comfort+  
Anti-Pollution Spritz  
and Masque**



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NEW

# FOCUS CARE COMFORT+ ANTI-POLLUTION SPRITZ



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# COMPLETE PROTECTION AGAINST THE HARMFUL EFFECTS OF POLLUTION

- Intelligent anti-pollution ingredients
- High-potency Anti-Oxidants
- Light-weight, **invisible breathable shield**
- Rebalances skin **microbiome**
- Protection against **blue light free radicals**
- Strengthens the skins **resistance to environmental pollutants**
- Supports **healthy-looking resilient skin barrier**



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# Focus Care Comfort+ Anti-Pollution Spritz

50ml / 1.69 FL OZ



## Key Ingredients

- **POLLUSTOP®** - protect the skin against 3 types of pollution
- **ACTIBIOME®** - rebalances the biodiversity of the skin's microbiome
- **VITAMIN C** and **SPECIALISED PLANT EXTRACT** - counteracts the effects of free
- **PHYTONUTRIENT PLANT EXTRACT** - deactivates pollution's effects and enhance the skin's resistance
- **NIACINAMIDE** - powerful antioxidant which repairs and protect the skin

## Who should use it?

Anti-Pollution Spritz may be used during the day when skin feels fragile and looks sensitive due to the harmful effects of free-radical damage (exposure to pollution, smoking, stress, temperature extremes etc.). It is especially suited for urbanised environments to assist in preventing oxidative stress.

## More Information

### How long does it last?

Eighteen (18) months unopened. Should be used within 10-12 weeks after opening. Please protect this product from light, heat and air. Store in a cool place. Do not decant.



MULTI-FUNCTIONAL. SCIENTIFICALLY ADVANCED. COMPLETE PROTECTION DAY & NIGHT

**POLLUSTOP®** assists to form a physical skin surface barrier to help protect the skin against 3 types of pollution: atmospheric, UV and urban pollution.

**ACTIBIOME®** is a scientifically advanced ingredient complex that assists to rebalance the biodiversity of the skin's microbiome

**HIGH POTENCY VITAMIN C** and **SPECIALISED PLANT EXTRACT** assists to counteract the effects of free radicals induced by blue light.

A highly **CONCENTRATED PHYTONUTRIENT PLANT EXTRACT** is scientifically shown to deactivate pollution's effects and enhance the skin's resistance

**NIACINAMIDE** is a powerful antioxidant which assists to repair and protect the skin barrier from past and future damage.

NEW

# FOCUS CARE COMFORT+ ANTI-POLLUTION MASQUE



  
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# POWERFUL PURIFYING, SOOTHING EFFECT

- Formulated with Japanese charcoal and specialized botanicals
- Absorbs pollutant impurities
- Normalises skin barrier functioning
- Soothing, cooling effect
- Protects the skin against free radical damage
- Improves the appearance of **hydration**, leaving skin feeling silky soft

*For skin that is healthy-looking, revitalised  
and refreshed*



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## Focus Care Comfort+ Anti-Pollution Masque

75ml / 2.54 FL OZ

### Key Ingredients

- **JAPANESE CHARCOAL** – absorbs skin impurities
- **ACNACIDOL®** - rebalance and normalise sebum production
- **PHYTOFUSE RENEW®** - a potent antioxidant
- **SHEA BUTTER & JOJOBA ESTERS** - powerful emollients for boosted hydration
- **KAOLIN** - further supports absorbing properties

### Who should use it?

The multifunctional Anti-Pollution Masque may be used in the evening when skin feels fragile and looks sensitive due to the harmful effects of free-radical damage (exposure to pollution, smoking, stress, temperature extremes etc.). It is especially suited for urbanised environments to assist in preventing oxidative stress.

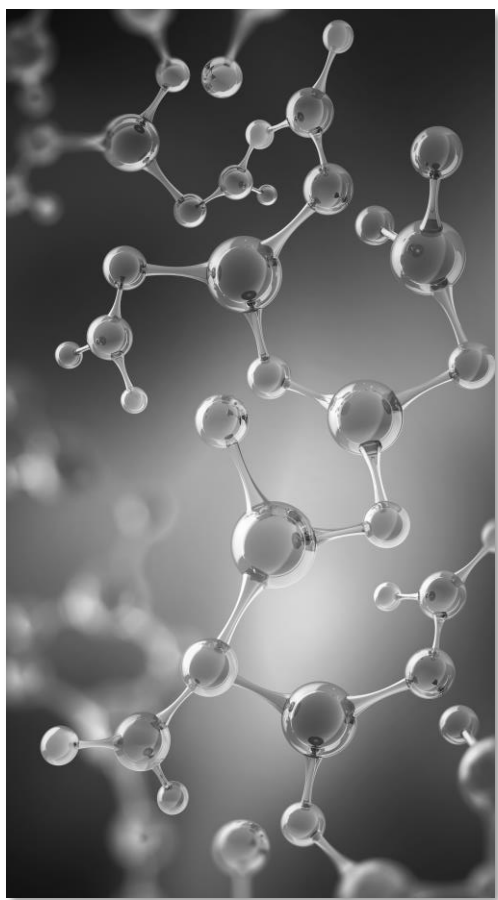
### More Information

#### How long does it last?

Twenty-four (24) months unopened. Should be used within 10-12 weeks after opening. Please protect this product from light, heat and air. Store in a cool place. Do not decant.



**JAPANESE CHARCOAL** absorbs skin impurities - made from the Ubami Oak, regulated for sustainable forestry.



**ACNACIDOL®** is a unique bio-functional ingredient assists to rebalance and normalise sebum production



**PHYTOFUSE RENEW®** is a potent antioxidant derived from the resurrection plant which is known to endure almost total desiccation from loss of hydration.



**SHEA BUTTER & JOJOBA ESTERS** are powerful emollients for boosted hydration benefits



**KAOLIN** – naturally occurring clay mineral to further support absorbing properties



*Environ's approach to  
treating the effects of pollution?*



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# *Environ's approach to treating the effects of pollution?*

1  
*cleanse skin*



2  
*daily vitamin A*



3  
*anti-pollution*



4  
*UV protection*



*New*