

■ TOSKANI

REGENERATIVE
PHOTOPROTECTION
FOR A D SKIN

Sun Shiel-D

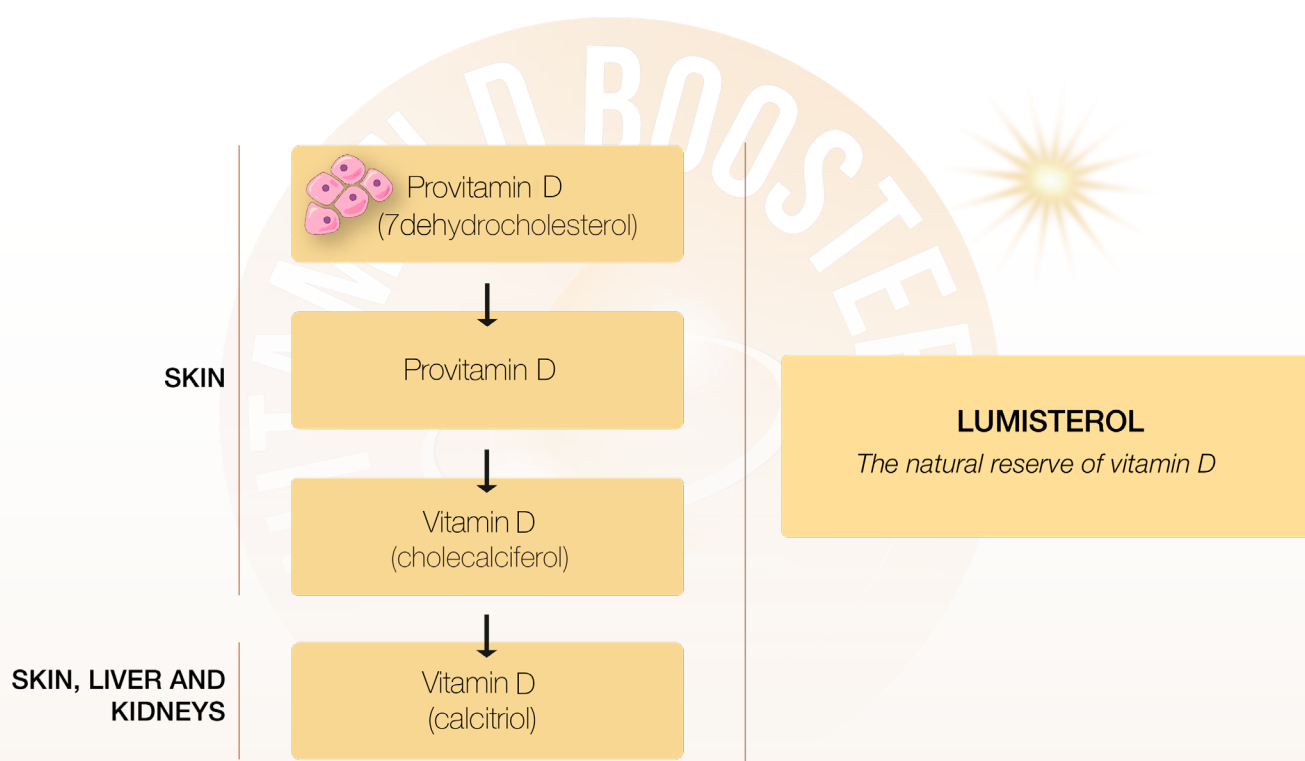
ADVANCED SUN PROTECTION

    www.toskani.com

Sun protection & vitamin D synthesis

Biosynthesis of vitamin D

- The skin is the body's primary source of vitamin D, supplying 90% of the vitamin it needs.
- Vitamin D is synthesised mainly through a process that begins when the skin is exposed to sunlight, specifically UVB radiation.
- Vitamin D is essential for key bodily functions, such as boosting calcium and phosphate levels for optimal bone health, as well as supporting hormone regulation, immune system modulation, blood pressure control and more.



Vitamin D deficiency: a global concern

Today, **vitamin D deficiency** is a widespread issue, largely due to modern lifestyle factors such as remote working and the regular use of sunscreens when outdoors.



Sun Shiel-D

ADVANCED SUN PROTECTION

A lack of vitamin D can lead to symptoms such as weakness, muscle pain and loss of bone mass (osteomalacia), making bones more fragile and increasing the risk of fractures, among other health issues:



Why choose between sun protection and vitamin D synthesis?

Sun Shiel-D is Toskani's latest range of regenerative sun protection for the skin. This line of sun protection products features an innovative active ingredient present in every formula: Lithops Cell Nectar, a powerful booster of vitamin D synthesis.



With Sun Shiel-D, it's now possible to protect the skin from radiation while enhancing vitamin D synthesis



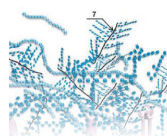
Our vitamin D-boosting ingredient: Lithops Cell Nectar

Lithops Cell Nectar is a cellular nectar derived from *Lithops pseudotruncatella*, a plant commonly known as living stones.



Lithops pseudotruncatella

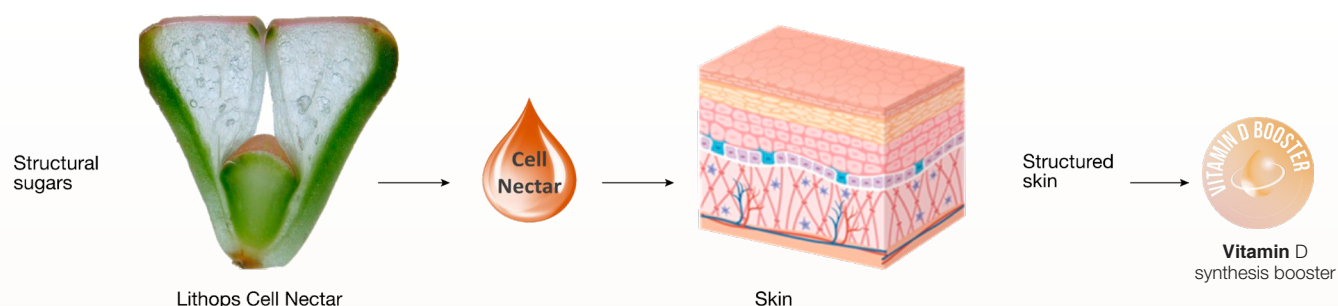
This plant is a true “botanical engineer”, as its entire structure has uniquely adapted to optimise water, space and light management under extreme conditions. The extracted nectar (glycocalyx) allows us to harness these exceptional properties to benefit the skin.



Glycocalyx

The **glycocalyx** is a complex layer surrounding each cell, present in both plants and animals. It plays a pivotal role in shaping the 3D structure of the cell membrane, which determines the reaction space for vitamin D biosynthesis.

Lithops Cell Nectar: from plant to skin



Lithops Cell Nectar helps protect and restore the skin's glycocalyx for optimal structure and function.

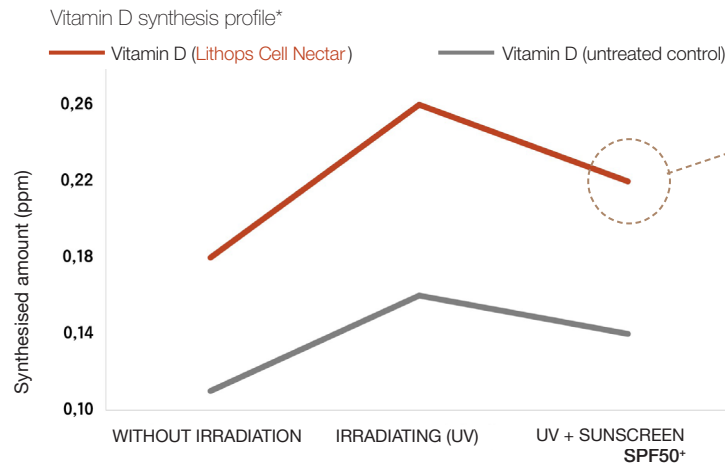
This ingredient provides a wide range of benefits to the skin:

1. Improves the structural organisation of cell membranes
2. Optimises light utilisation
3. Boosts deep hydration
4. Reactivates vitamin D synthesis
5. Strengthens the glycocalyx



Sun protection and vitamin D synthesis

In vitro efficacy



Thanks to Lithops Cell Nectar, we synthesise more vitamin D while wearing sun protection and exposed to sunlight than when exposed without protection.

*Vitamin D synthesis in keratinocytes, 48-hour incubation

D skin: vitamin D-enriched skin

Smoother, brighter and more hydrated skin

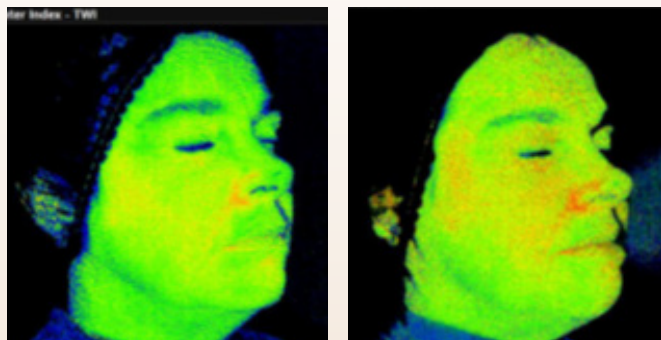
In vivo efficacy

Results:



SMOOTHER SKIN **+17%**

*Study conducted on 40 volunteers aged 20 to 65 years old. Applying a cream with 1.5% Lithops Cell Nectar for 56 days.



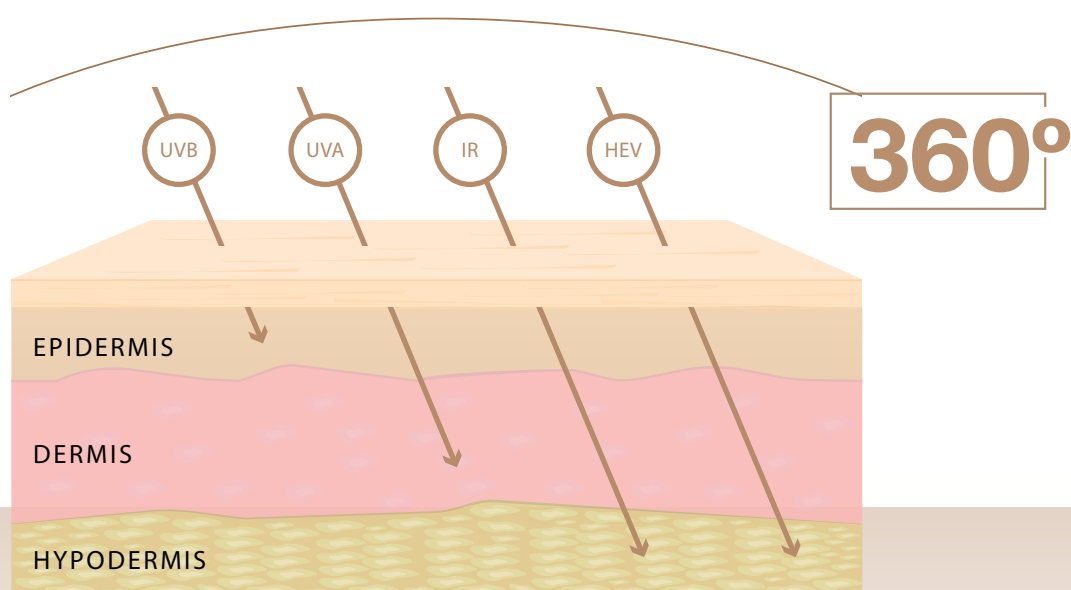
MORE HYDRATED SKIN **+123%**

*Average increase in deep hydration vs placebo. Study conducted on 30 volunteers aged 21 to 62 years old, applying a cream with 1.5% Lithops Cell Nectar for 56 days.



360° protection

The new **Sun Shiel-D** provides broad-spectrum sun protection, essential for shielding the skin from damage caused by different types of radiation: UVA, UVB, IR, HEV.



Each type of radiation has specific effects, **but all can contribute to long-term skin damage:**

UVB

Makes up 95% of UV radiation.
Leads to **photoageing**, breakdown of **collagen and elastin**, **solar allergies** and **hyperpigmentation due to oxidative stress**.

UVA

Represents the remaining 5% of UV radiation and is the **primary cause of erythema and sunburn**.
Directly damages DNA and stimulates melanin production, resulting in dark spots.

IR

Infrared radiation.
Increases skin temperature, triggers vasodilation and generates free radicals.

HEV

Radiation emitted by the sun but also **found in artificial sources such as LED lights and electronic screens**.
Intensifies the effects of UV radiation. Causes hyperpigmentation in higher phototypes.



Sun Shiel-D

ADVANCED SUN PROTECTION

Regenerative photoprotection for a D skin

Product range



Fluid Facial Cream SPF50+

CONTENTS

50 ml container

FEATURES

Ultra-light texture

Very High Protection

50+ SPF **360°**

UVA UVB IR HEV

Fluid Facial Cream TINTED SPF50+

CONTENTS

50 ml container

FEATURES

Ultra-light texture

Very High Protection

50+ SPF **360°**

UVA UVB IR HEV

Body & Facial Spray SPF50+

CONTENTS

200 ml aerosol

FEATURES

Mist-like texture

Very High Protection

50+ SPF **360°**

UVA UVB IR HEV

Method of use:

I.



Apply 30 minutes before
sun exposure

II.



Shake before use

III.



Reapply
frequently



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