

LIPID SHIELD SPF 30

Why Epicutis® Lipid Shield Delivers Superior Value

While standard medical-grade SPF's offer UV protection, **Epicutis® Lipid Shield SPF 30** represents a fundamental shift from reactive sun care to **proactive** sun care. At \$90, this isn't just sunscreen—it's a scientifically-advanced system that delivers benefits beyond sun protection.

WHAT SETS LIPID SHIELD APART: PROPRIETARY INNOVATION

- **Exclusive Active Ingredient:** TSC (Disodium Tetramethylhexadecenyl Succinoyl Cysteine) is a proprietary biotechnology breakthrough developed at Princeton University
- **Multi-Modal Action:** While other SPF's simply block UV rays, TSC actively reduces inflammation, combats fine lines and wrinkles, and protects against collagen breakdown by blocking UV-induced MMP-1 production, preserving both elastin and collagen integrity
- **Clinical Validation:** Proven to improve skin texture and smoothness while providing protection—functionality you won't find in any other sunscreen

BEYOND UV PROTECTION: ACTIVE SKIN RESTORATION

Most medical-grade SPF's are single-purpose products. Epicutis® Lipid Shield functions as:

- **Daily UV Shield** with 21% non-nano zinc oxide
- **Skin Structure Support** through collagenase inhibition
- **Anti-Inflammatory Therapy** reducing redness and irritation
- **Skin Barrier Support System** with botanical actives

CLEAN, SCIENCE-BACKED INGREDIENTS

- 100% Non-toxic
- **Pharmaceutical-Grade Botanicals:**
 - Dipotassium Glycyrrhizinate from licorice root for inflammation control
 - Medical-grade Aloe Vera (inner leaf fillet only) for hydration and recovery
 - Bisabolol from chamomile for barrier repair

VALUE ANALYSIS

Medical-Grade SPF (\$45-\$85)

- UV protection only
- Basic zinc oxide or chemical filters
- No active skin improvement

Epicutis® Lipid Shield SPF 30 (\$90)

- UV protection PLUS active skin health benefits
- Proprietary technology
- Inflammation reduction and barrier repair
- Collagen protection and texture improvement

Equivalent to purchasing: Premium SPF + Anti-aging serum + Anti-inflammatory treatment

Epicutis Lipid Shield SPF 30 isn't competing with other sunscreens—it's pioneering a new category where **sun protection and active skin health converge**.

