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Colorescience Launches Seven New Products with Patented EnviroScreen® Technology

Carlsbad, CA (March 2, 2020) – Harnessing the power of science and revolutionary technology, **Colorescience®** is proud to announce the launch of seven new SPF protection products to join their award-winning Total Protection™ line.

The pioneering professional skincare brand, known for their dedication to all-mineral physical sunscreens, has taken their proprietary EnviroScreen® Technology and expanded their product offering to include innovative formats that work for every occasion. Each new product delivers 100% mineral SPF50 coverage with added defense against pollution, as well as UVA, UVB, HEV/blue light and infrared radiation. A new twist-up SPF50 is water resistant **Sport Stick (\$29)** with unparalleled environmental protection in a convenient, easy to apply solid format. A smooth, mess-free, colorless, sheer application makes this stick ideal for active use and for the whole family.

For those looking for a natural pop of color with their skin protection, Colorescience® introduces their SPF50 **Lip and Cheek Balms (\$29 each)** in three versatile, blendable shades. Filling a blank space in the market, Colorescience® set out to create a non-chemical active lip protection product that wasn't chalky or uncomfortable. Instead, these new Lip and Cheek Balms are lightweight with SPF50 protection, water resistant, and come in three beautiful colors (*Blush, Berry and Bronze*).

Adding to the ever-popular Face Shield collection, comes **Face Shield Glow SPF50 (\$39)**, a new variant that provides skin with a lit-from-within luminosity. Following the success of a limited edition launch in 2019, Colorescience® has brought back **Face Shield Bronze SPF50 (\$39)** and **Body Shield Bronze SPF50 (\$45)** as individual products to the core Total Protection™ product line.

“Not all minerals are created equal. Colorescience’s Total Protection™ products with EnviroScreen® Technology are the only formulations in the market that take minerals to the next level with a patented triple coating proven to prevent the formation of free radicals in the skin,” says Dr. Craig Teller, Owner of Bellaire Dermatology Associates in Texas.

“We’re proud to continue our revolution to be bold innovation leaders in mineral sun protection by developing new formats and formulas with patented EnviroScreen® Technology that offer so much more than SPF” says Mary Fisher, Chair and CEO of Colorescience. “The best sunscreen is one that you actually want to wear.”

With the addition of these seven new products in the Total Protection™ portfolio, Colorescience® continues to offer the largest array of all-mineral skin protection solutions in the professional skincare space.

ABOUT ENVIROSCREEN® TECHNOLOGY

Colorescience’s patented EnviroScreen® Technology provides chemical-free, mineral protection from the damaging effects of UVA/UVB, HEV/blue light, infrared radiation and environmental pollution in aesthetically elegant, easy-to-use formats. Under combined stress of UV and Pollution, EnviroScreen® Technology’s triple-coated mineral actives demonstrate a 65% reduction in free radical formation, vs.

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mineral actives commonly found in standard mineral sunscreens. EnviroScreen® actives have also been scientifically proven to protect antioxidants from degradation, boosting their free radical neutralizing power. Together with the patented coated actives, the blend of ingredients is designed to nourish skin, help protect against free radicals, and aid in the protection from environmental factors of UVA/UVB, air pollution, blue light and infrared radiation that contribute to pre-mature aging and skin damage.

ABOUT COLORESCIENCE

Colorescience® delivers healthy beauty solutions that are backed by science, allowing every woman to feel confident and empowered in her skin. Going beyond UV protection, Colorescience® believes in preventing skin damage before it starts with their clinically-tested formulas that are trusted and recommended by physicians and patients alike. Using cutting-edge innovation to formulate with the best ingredients, Colorescience® delivers immediate and long-term results that provide confidence and reassurance to women of all ages, skin types, and concerns.

Colorescience® products are designed to easily fit into day-to-day life and are available through a network of licensed physicians and on colorescience.com.

For more information and/or samples, please contact:

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