

## The MelanSol® Story

The greatest inventions in history were created because there was a problem that needed to be solved, a life that needed saving, a task that could be made easier, or the need to be more productive.

Sunscreen was originally invented to help prevent light skin from being damaged after extreme exposure to heightened levels of ultraviolet light, such as in the Swiss Alps or Africa. Sunscreen was not originally developed and sold as a tool to help people tan or wear fewer clothes in warmer climates.

Sunscreen is simple in concept. It's defined as any formula containing FDA approved *active ingredients* that filter specific segments of the UV light spectrum, either by absorbing the sun's heat energy or scattering and reflecting its light.

The first commercial sunscreen was invented in 1922, and in spite of new information about how skin damage happens and studies detailing the harmful aspects of chemical active ingredients and their inability to effectively prevent photo aging skin damage (free radical damage), there had been no significant innovation in sunscreen until Peter Zahner's antioxidant discovery.

Peter suffered from basal cell and squamous cell carcinoma skin cancer and desperately wanted to do something that would prevent it from returning year after year. In spite of his dermatologist's recommendation to continue using high Sun Protection Factor (SPF) sunscreen, Peter saw the return of his skin cancer. Not unlike many people, in his younger years, Peter spent a lot of time running around the country side of Switzerland. Unfortunately, many years later, he discovered that having too much fun in the sun can have negative consequences.

Peter's increasing frustration with annual trips to the dermatologist to have his non-melanoma skin cancer removed, led him to look deeper into why it was happening and what, if anything, could be done to help prevent it from returning.

Peter's investigation revealed that skin cancer rates had risen in areas of the world where sunscreen sales were robust. He surmised that sunscreen users were being lulled into a false sense of security-- spending more time in the sun because they believed their sunscreen would prevent skin damage.

The "aha" moment for Peter came when he realized that the chemical active ingredients in his sunscreen were contributing to the progression of his non-melanoma skin, because they generated free radicals. Since it was common knowledge that skin damaging free radicals could be captured and eliminated with natural antioxidants (polyphenols), before they damaged skin

cells, Peter focused his efforts on inventing a special antioxidant formula that could be used in sunscreen and moisturizer to help prevent free radical damage.

MelanSol® sunscreens and moisturizers stand head and shoulders above all others because they include Peter's revolutionary natural antioxidant technology. In all, there are 26 natural ingredients he selected because of their ability to hydrate, condition, nourish, and help skin heal. They are also appropriate for use 365 days a year and for all skin types and ethnicities.

In 2011, in order to take the guess work out of wondering whether all of its ingredients were indeed "natural," all MelanSol® products were certified 100% natural under the Natural Product Associations "Natural Seal" program. Because everyone uses some form of face and/or body moisturizer, the best selling product in the MelanSol® lineup is MelanSol® Moisturizer.

The latest newbie to the MelanSol® lineup is the Sunburn Relief Gel, which can be used to alleviate sunburn and soothe skin irritations, like rashes and other outbreaks.