

For Immediate Release

Beautiful Skin Results are Achievable with Natural, Mineral Sun Protection from LASPA

Toronto, Canada February 1, 2019...Canadian-made and Health Canada approved ✓, LASPA natural mineral sunscreens are a healthy alternative to traditional chemical-based sunscreens. LASPA offers LASPA SPF30 Moisturizing Mineral Sunscreen for Face and Sensitive Areas and for the body with LASPA SPF20 Daily Sun Protection Mineral Sunscreen Lotion. LASPA will be providing the Ultimate Sun Protection in 2019 with the launch of its newest addition to the mineral sun protection collection, an SPF50 Ultra Sun Protection Stick. Pocket sized and perfect for touch up for T-Zone, or heavily exposed areas, LASPA SPF50 (natural tint) contains zinc and titanium dioxide plus 95.7% certified organic ingredients to provide 98% broad spectrum protection. Vitamin D and E are added for protecting and nourishing the skin.

“For 2019, we have focused our efforts on incorporating certified organic ingredients where possible in the LASPA SPF formulations of natural mineral sunscreen products to offer the most clean and safe sun protection for our customers. In addition, we also listened to customer feedback in 2018 seeking a higher SPF coverage for heavily exposed areas, so we are introducing a new SPF50 Ultra Sun Stick with added Vitamin D. Lightweight and portable, it is perfect for use on-the-go and in conjunction with our SPF30 as a touch up. The SPF50 Ultra Sun Stick expands our LASPA Natural Mineral Sun Collection to cover all your daily or beach-going sun protection needs”, states Susan Mey, President and Founder of LASPA Naturals.

Formulated with a unique SPF blend, LASPA keeps skin smooth and protected by using essential oils, plant materials, zinc oxide and titanium dioxide to deliver a translucent, non-greasy result. LASPA has added antioxidants to reduce inflammation and to prevent skin cell damage. None of LASPA products contain harmful chemicals such as parabens, artificial fragrance or colours, or chemical UVA/UVB filters.

LASPA NATURALS PRODUCT BENEFITS

- 100% Natural Source with Certified Organic and Antioxidant Ingredients
- Clinically Tested and Health Canada Approved
- Hypoallergenic
- Broad Spectrum UVA/UVB
- Fragrance Free
- Very Sweat-Resistant (80 Mins.)
- Biodegradable
- Vitamin D added to SPF50
- Green Tea and Rosemary added to SPF30 for Antioxidants
- Not Tested on Animals



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LASPA SPF 20 Daily Sun Protection Mineral Sunscreen Lotion. Used as a daily regime for under makeup or all over body, it moisturizes the skin with organic coconut oil, and counteracts the aging and damaging effects of the sun rays with vitamin E, 125ml/4.2 FL. OZ., \$44.00 CAD



LASPA SPF 30 Moisturizing Mineral Sunscreen Sensitive Skin - Face and Neck. Light and translucent, this all-natural Zinc based sunscreen lotion is perfect for protecting and moisturizing sensitive skin. Used on small or delicate areas, it counteracts the aging and damaging effects of the sun rays and uses antioxidants to protect your skin, 80ml/2.7 FL.OZ., \$40.00 CAD



LASPA SPF50 Ultra Sun Protection Stick. Providing the Ultimate Sun Protection, this SPF50 stick is pocket size and perfect for use in conjunction with our SPF30 as a touch up for T-Zone, or heavily exposed areas. Our SPF50 contains zinc and titanium dioxide plus 95.7% certified organic ingredients to provide 98% broad spectrum protection. Vitamin D and E are added for protecting and repairing the skin, 14g/.50 OZ., \$18.00 CAD

LASPA Naturals can be found at leading spas, resorts and beauty boutiques across Canada as well as available online through www.laspanaturals.com. For more information about LASPA Naturals, please visit www.laspanaturals.com or on Facebook <https://www.facebook.com/laspanaturals/> or Instagram <https://www.instagram.com/laspasuncare/>

A leading Toronto dermatologist is available to select media as a sun care expert resource for further information about skin care and sunscreen articles.

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- SUN CARE TIPS-

✓Mineral Verses Chemical Sunscreen Benefits:

A mineral sunscreen uses Zinc Oxide or Titanium Dioxide as the active ingredient to block the UVA and UVB rays before they penetrate the skin. A chemical sunscreen uses chemicals that are absorbed into the skin tissue and interact with the UVB rays after entering the body. Not all chemical sunscreens offer Broad Spectrum UVA/UVB protection, whereas mineral sunscreens offer immediate Broad-Spectrum UVA/UVB protection. UVB rays are the ones associated with sunburn; whereas UVA rays are associated with skin damage such as dark spots, dryness and skin aging. Both UVA and UVB rays are now known to cause skin cancers.

✓Using a Zinc Oxide Based Natural Mineral Sunscreen Such as LASPA Offers the Following Benefits:

All mineral sunscreens provide Broad Spectrum UVA/UVB protection upon application – which is important because both UVA and UVB are known causes of skin cancer. Not all chemical sunscreens offer Broad Spectrum protection.

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People with allergies and skin sensitivities are often not able to use a chemical sunscreen because of the harsh ingredients contained in them. In addition, many of the chemical sun filters have identified health risks. More information on the health risks of these chemicals can be found on www.EWG.org. Using LASPA mineral sunscreens eliminates or reduces these health risks.

Many people with allergies cannot use a fragranced product. LASPA products are all fragrance free and certified hypoallergenic.

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- FREQUENTLY ASKED QUESTIONS-

Is the Zinc used in LASPA products non-Nano? We use a nano-sized zinc particle that is bound together with a non-silicone-based material so that it becomes a non-nano ingredient which cannot be absorbed by the skin. The result is a non-whitening smooth product that provides Broad Spectrum protection.

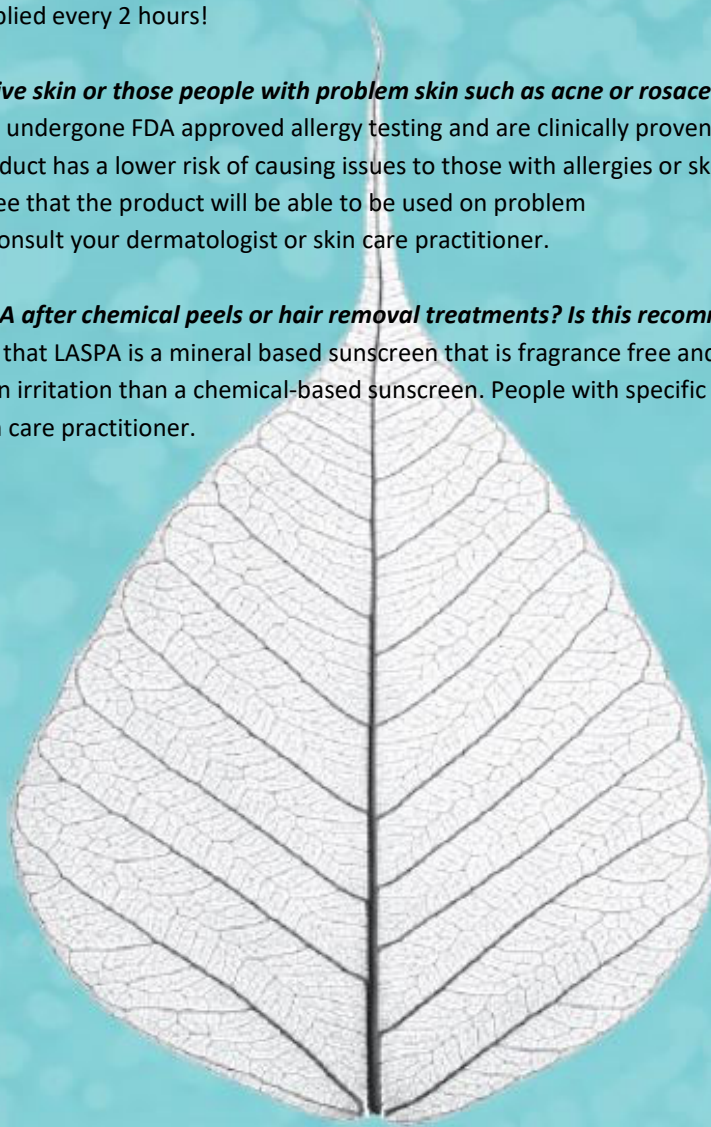
What is the difference in sun protection between an SPF30 and an SPF50 sunscreen? An SPF30 sunscreen filters 96.7% of the sun's harmful rays whereas a SPF50 filters out 98% of UV rays. So, wearing an SPF50 offers only marginally better protection (1.3%) than an SPF30. People often have a false sense of security with an SPF50 thinking they are getting much more protection, or that they do not need to re-apply as often. Both SPF30 and SPF50 need to be re-applied every 2 hours!

Is LASPA safe for sensitive skin or those people with problem skin such as acne or rosacea?

LASPA products have all undergone FDA approved allergy testing and are clinically proven to be hypoallergenic. This means that the product has a lower risk of causing issues to those with allergies or skin sensitivities. This does not necessarily guarantee that the product will be able to be used on problem skin areas. If in doubt, consult your dermatologist or skin care practitioner.

What about using LASPA after chemical peels or hair removal treatments? Is this recommended?

Yes, because of the fact that LASPA is a mineral based sunscreen that is fragrance free and sits on top of the skin, it is less likely to cause skin irritation than a chemical-based sunscreen. People with specific concerns should speak with their doctor or skin care practitioner.

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