

Who we are

As scientists, we are pleased to present a new line of sun care products with only natural medicinal ingredients and without any harsh, synthetic chemicals. Moondust Cosmetics® Sunscreens are specifically formulated to provide effective sun protection and can even be worn on top of our attractive protective mineral base designed for everyday use (Moondust Cosmetics® Skin Protector Plus).

We are committed to using only the purest ingredients in our high quality, scientifically formulated sunscreens and sun care products.

There has been No Animal Testing and all our products are tested on volunteers.

We are dedicated to helping change the face of this industry by dispelling myths about sunscreens and sun care.

Contact Us

If you have any questions, feel free to reach out to Moondust Cosmetics® at:

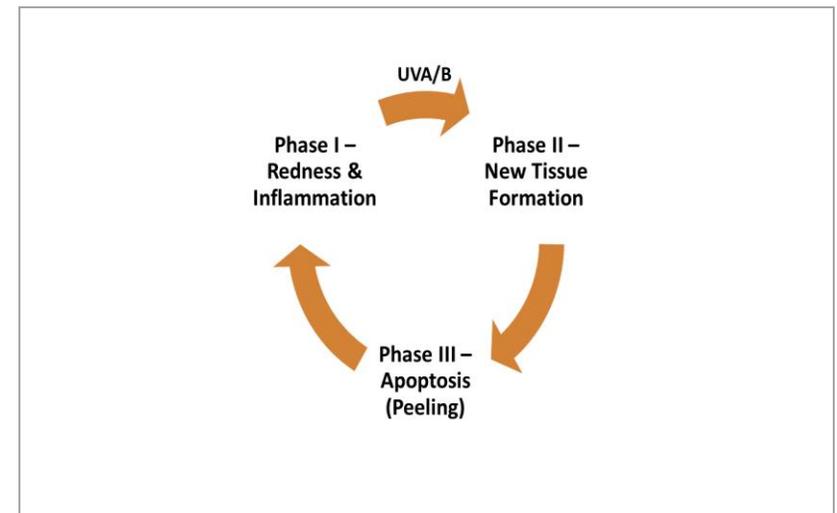
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Sunburn Cycle: A Scientific Phenomenon



Written by Dr. Moondust

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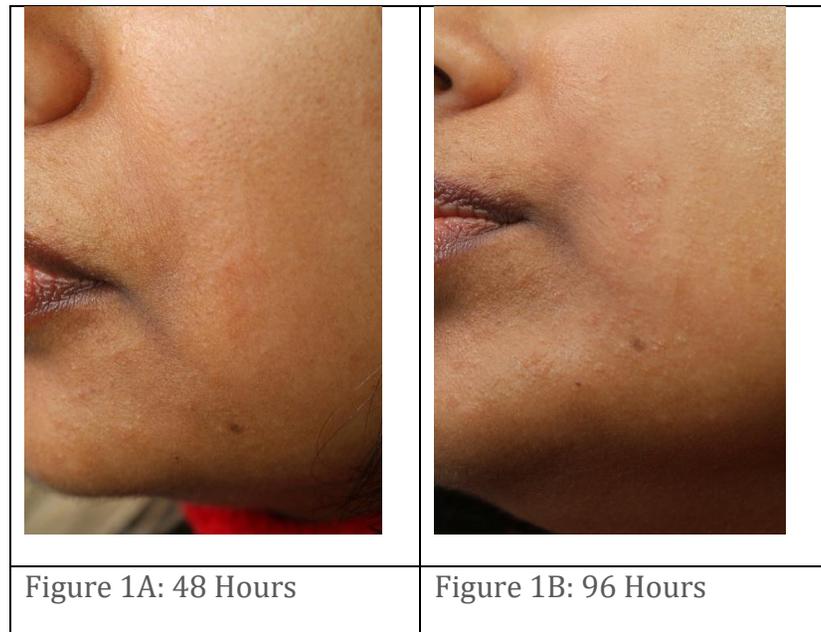
Introduction

Experiments were conducted with one control and one test subject to establish that sunburn is a scientific phenomenon that occurs in response to sun exposure. It can take place naturally without the use of sunscreen, suntan lotion, or other sun preparations in genetically susceptible individuals even during winter months. The experimental design required a control and test subject sitting on a park bench at the beach on a clear, sunny day in the month of February. The resulting reaction to UV light was monitored. The control subject experienced no observable reaction to the test stimulus (UV rays in this case). However, a reaction lasting one week and involving several different stages was observed in the test subject. The results, which included an initial reddening of the skin, death of the top layer of skin cells giving them a whitish appearance (that can look like the blister caused by a physical burn), and sloughing off of the dead cells to reveal a new layer of tissue beneath, are described in scientific detail below.

The Sunburn Cycle

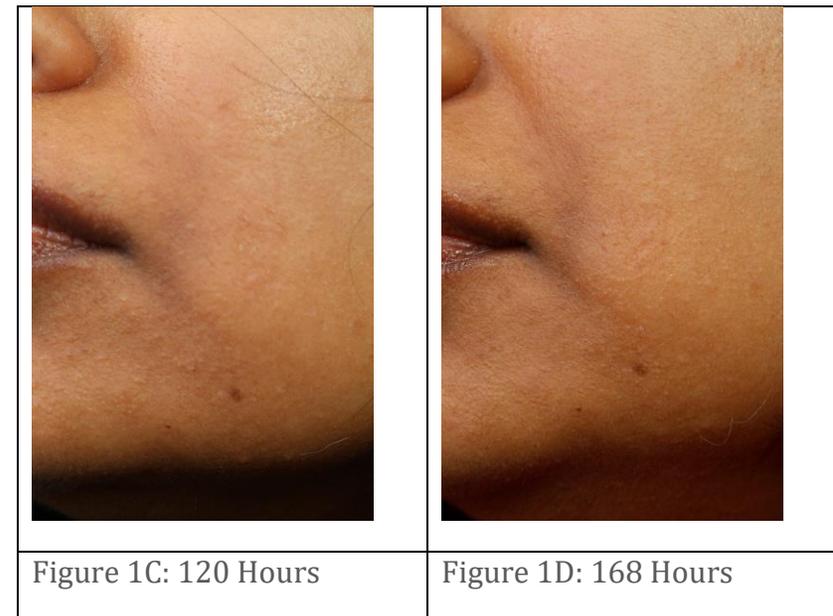
The natural human sunburn cycle (without the application of any sun lotions or sunscreens) is approximately one week in length (7 days) from start to finish. Macroscopically, it consists of three stages or *phases* including **Inflammation (Phase I)**, **New Tissue Formation (Phase II)**, and **Apoptosis** or visible peeling (**Phase III**).

The first *inflammatory phase* consists of redness and inflammation commencing 20-30 minutes from the time of initial sun exposure. It spans roughly 2-3 days. The second *new tissue formation phase* is stimulated below the surface of the skin some time after initial exposure and it is complete within one week.



In the last *apoptotic phase*, the top layer of dead skin cells sloughs off to reveal a new tissue layer beneath. This process directly follows on from the inflammatory phase and is complete approximately 7 days following exposure (See Table II).

Sunburn can take place naturally without the use of sunscreen, suntan lotion, or other sun preparations in genetically susceptible individuals even during winter months.



The Sunburn Cycle

*no use of sun preparations, sunscreen, or suntan lotion

Time Elapsed	Symptoms and Observations
0-1 h (initial exposure)	redness and inflammation
24 h (Day 1)	redness and inflammation; pain
48 h (Day 2)	redness and inflammation peak; pain
72 h (Day 3)	minor peeling; less redness and inflammation
96 h (Day 4)	major peeling
120 h (Day 5)	minor peeling; itching
144 h (Day 6)	minor peeling; itching
168 h (Day 7)	recovery; new tissue

Three Phases of Sunburn

Stage	Time Elapsed
I. Inflammation	0-72 h
II. New Tissue Formation	24-168 h
III. Apoptosis	36-168 h

Initial exposure of 20 - 30 min at noon at the beach

[West Vancouver, Canada – February 18, 2010]

How Moondust Cosmetic Can Help



Moondust Cosmetics® Skin Protector Plus with APF (Apoptotic Protection Factor) is designed to help protect people with sensitive skin from sunburn due to routine exposure to **UV radiation**. It can be used safely every day, all year round even under make-up because it contains *no harsh or harmful chemicals*. Our formula may be suitable for people with certain allergies and skin conditions like acne.

To purchase, visit <http://moondustcosmetics.com>