

Dermal Therapy

Lip Balm SPF 50+

Training Slides

www.dermaltherapy.com.au



Dermal Therapy's

next big thing is here...

Introducing the only medicated lip balm for the treatment of extreme dry lip condition with an ultra protectant SPF 50+

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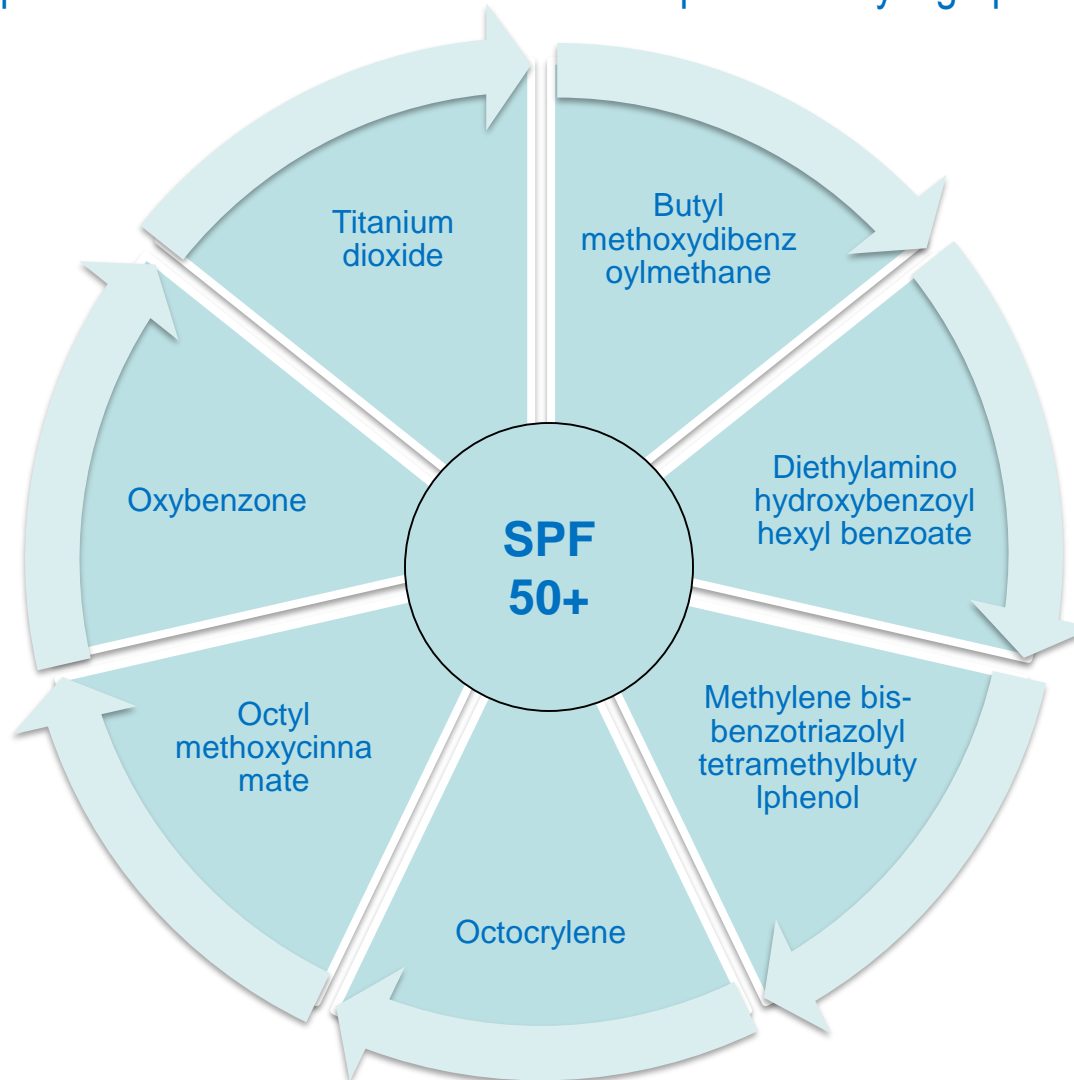


Product features

1. Ultra protectant – combination of 7 active sunscreen provides broad spectrum sun protection.
2. SPF 50+ - the actual SPF reading is 86 which is very high protection
3. Intense moisturising with around 60% moisturising emollients
4. 2.5% urea provide necessary exfoliation
5. Combination of camphor, menthol and clove leaf oil provides anti-septic, anti-itch, Mild analgesia & cooling and soothing action
6. Chisel easy glide applicator



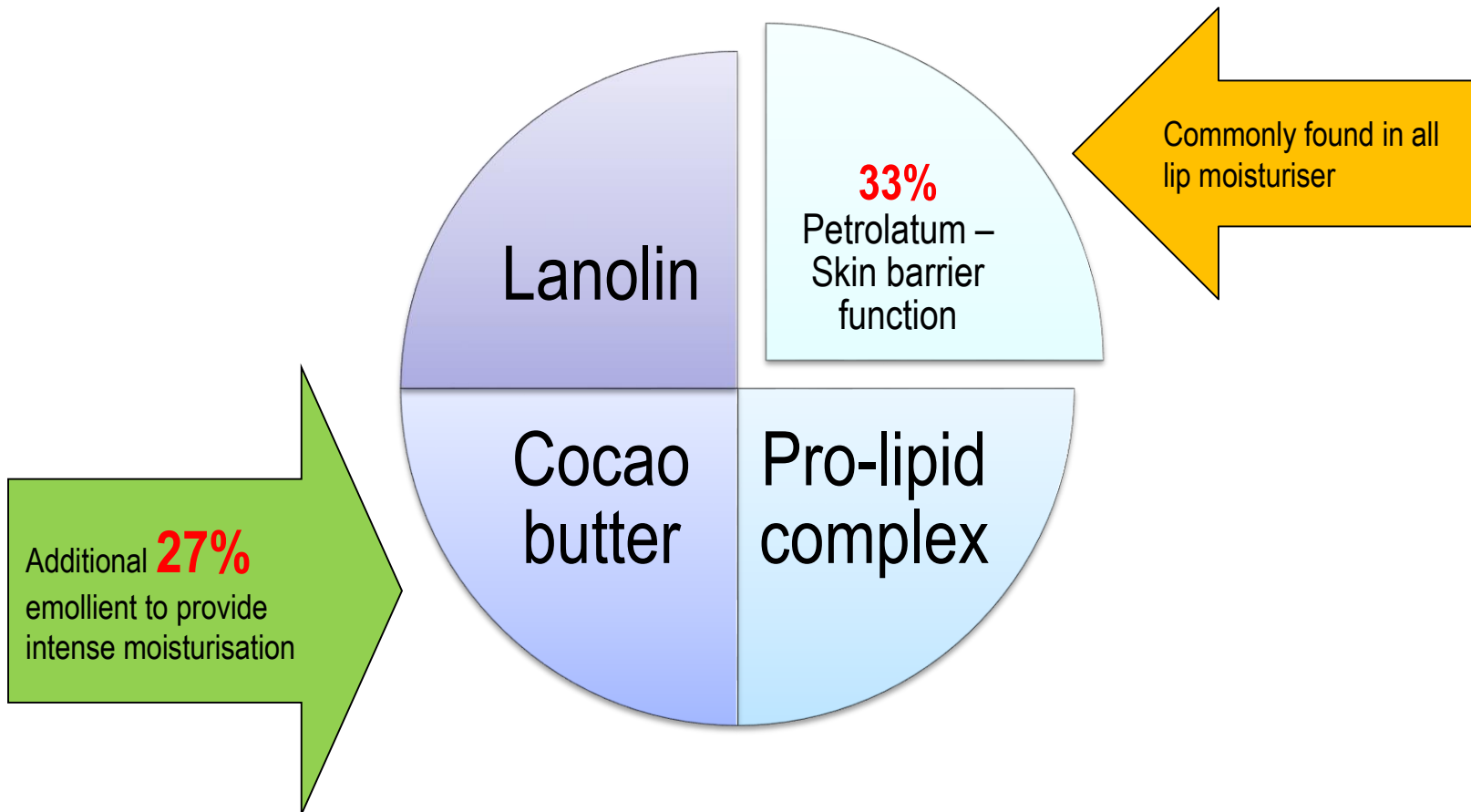
Unique combination of **7** active sunscreen provide very high protection



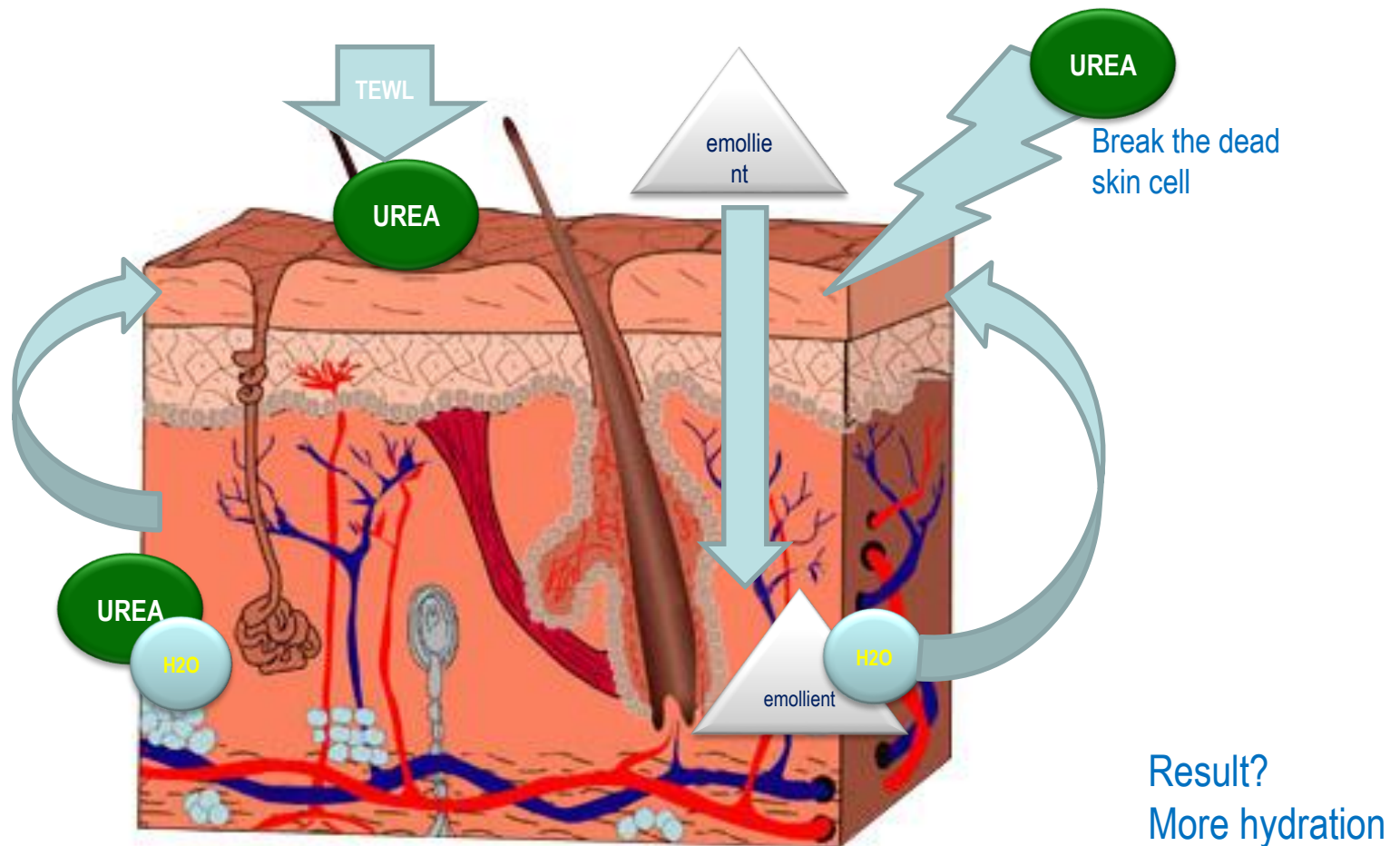
Actual SPF
reading is

86

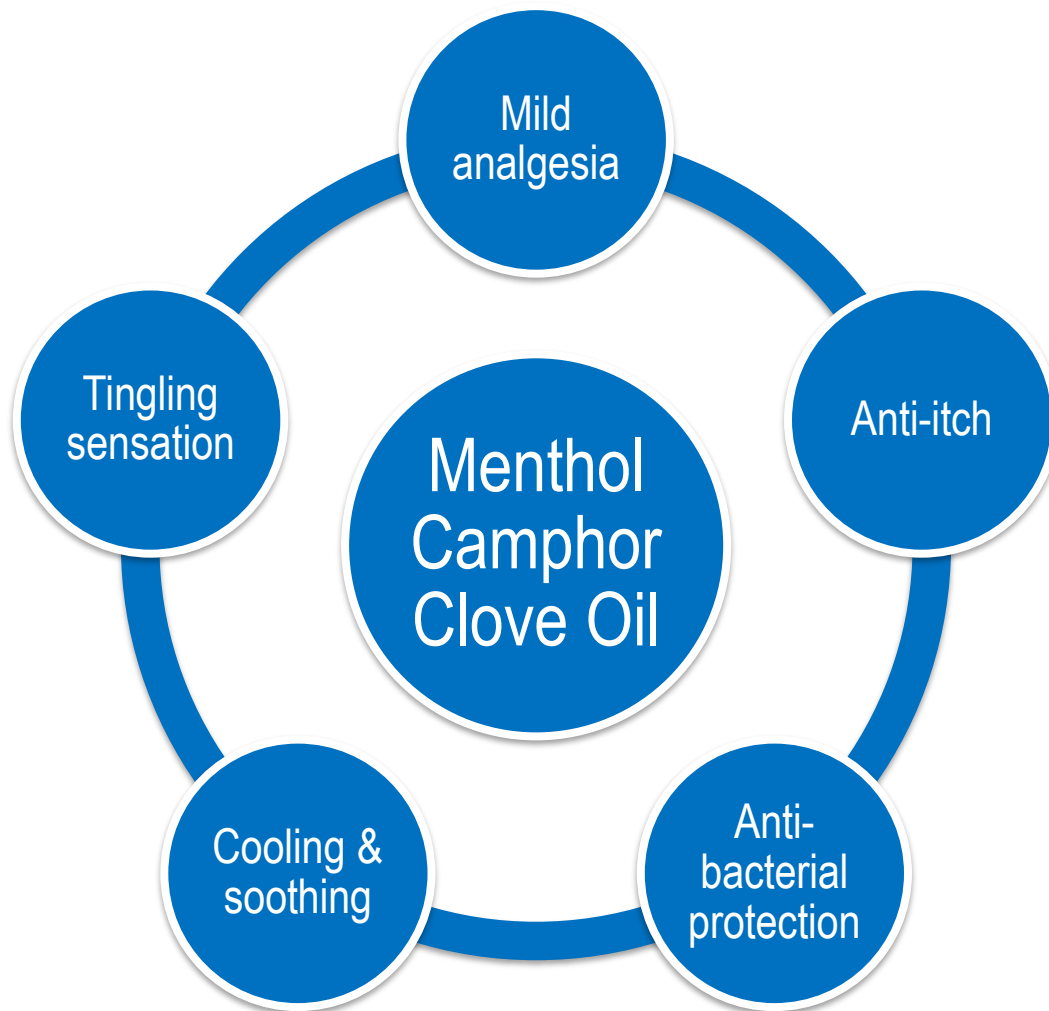
Intensive moisturising base (around 60% of the formulation) provide relief from extreme dryness and chapping





Addition of **2.5% urea** makes it medicated due to its keratolytic action



Combination of camphor, menthol and clove leaf oil provides extra therapeutic benefit



How does it compare to our existing lip balm?

	DT Lip balm SPF 50+	DT Lip balm
Positioning	Ultra protectant	Ultra moisturising
Sun Protecting factor	SPF 50+ achieved through 7 unique actives	Nil
Petrolatum for barrier	33%	60%
Emollient content	27%	24%
Urea content & Menthol/camphor/clove	2.5% & yes	2.5% & yes
B/A pictures + visible results in 1 day claim	No	Yes
		

How to co-position two DT lip balms?



The medicated lip balm for the treatment of very dry and chapped lips

With before and after pic, visible results in 1 day claim and clinical trial data

Provide superior moisturisation





Addition of SPF contributing ingredient when treatment of chapped lips requires sun protection

Can be used during day time or before going out in the sun

Provide adequate moisturisation but superior protection

Use two products together to get maximum benefit

How does it compare to QV lip balm SPF50+?

	DT Lip balm SPF 50+	QV Lip SPF 50+
Sun Protecting factor	SPF 50+ actual SPF 86	SPF 50+ actual SPF not declared
Number of actives	7	6
Urea content	2.5%	Nil
Menthol/camphor/clove	Yes	No
		

For further information on products or any technical enquiry:

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