

DSA Awards: Product Innovation Category

In these modern times, your skin can't catch a break. When you're outside, your face and neck are exposed to the sun's damaging UVA and UVB rays. When you're at home and at work, harmful blue light penetrates your skin every time you sit in front of a computer or TV - or look at your phone.

This is where Neora's Age IQ Invisi-Bloc Sunscreen Gel can help. Available for \$59 Retail or \$44 on Auto-Delivery, Invisi-Bloc is a daily clear, broad-spectrum SPF 40 that provides protection from premature aging due to the sun's ultraviolet rays, digital blue light from smartphones, computers, TVs and LEDs, and environmental aggressors, such as urban pollution and smoke. Invisi-Bloc's incredibly lightweight watergel formula features microcapsules of SPF actives that easily absorb into your skin while leaving no milky or greasy residue.

Invisi-Bloc's hydrating gel is the last step in the morning routine and can be used as a primer before makeup after applying Neora's hero morning line-up - Age IQ Eye Serum, Illumabost, Age IQ Day Cream and cleansing with the Age IQ Double-Cleansing Face Wash. Invisi-Bloc delivers Neora's promise to address both the signs of aging and the underlying causes, providing effective short- and long-term results, while also containing powerful antioxidants and working to address multiple signs of aging in one product.

Neora spent more than three years developing and perfecting Invisi-Bloc, which uses Innovative Encapsulation Technology to create microcapsules of environmentally friendly SPF actives that absorb easily and filter skin-damaging light. The formula also includes a proprietary Eco-Veil ingredient that mimics your skin's natural barrier to provide a powerful, transparent layer of protection, as well as an antioxidant-rich complex of vitamins and plant extracts. Key ingredients include a combination of vitamins E and P (bioflavonoids), aloe and broccoli, as well as environmentally-friendly sunscreen actives. Invisi-Bloc is free of parabens, synthetic colorants, synthetic fragrance, propylene glycol, gluten, sulfates, GMOs, oxybenzone and octinoxate.

Invisi-Bloc's multi-functional technology enables users to eliminate several steps from their morning routines, including moisturizer, primer and antioxidant serum. Invisi-Bloc's ability to serve as a primer, sunscreen, blue light blocker, moisturizer and antioxidant serum make it a valuable addition to anyone's

skincare lineup. For just \$59 Retail or \$44 on Auto-Delivery, users are getting four products for the price of one.