

460mm
130mm
225mm
225mm
225mm
140mm

MORE THAN JUST UV PROTECTION **CELLULAR BIOPROTECTION®**

BIODERMA
LABORATOIRE DERMATOLOGIQUE

Photoderm MAX Aquafluid SPF 50+

WATER-LIGHT AND FAST ABSORBING
VERY HIGH UV PROTECTION WITH CELLULAR BIOPROTECTION®.

NEW

- 1 PROTECT**
CELLULAR DNA
- 2 PREVENT**
SKIN IMMUNE SYSTEM DAMAGE
- 3 PRESERVE**
ANTI-OXIDANT RESERVE

Ultra light dry touch finish

THE SKIN ITSELF
INSPIRED BIODERMA TO INCREASE ITS NATURAL DEFENCES FACING THE SUN.

DID YOU KNOW

UV DAMAGES DNA AND CAUSES FINE LINES & BROWN SPOTS?

TESTER BAY (Please refer to Page 2)

FOR SENSITIVE SKIN
Paraben-free – Hypoallergenic – Non-comedogenic – Fragrance-free – Non-greasy

99.6% Protect cellular DNA¹ **96%** Prevent skin immune system damage² **100%** Preserve anti-oxidant reserve³

CELLULAR BIOPROTECTION®

GENERAL SUN PROTECTION **SPECIFIC SUN PROTECTION**

Photostable – Water resistant – No white traces

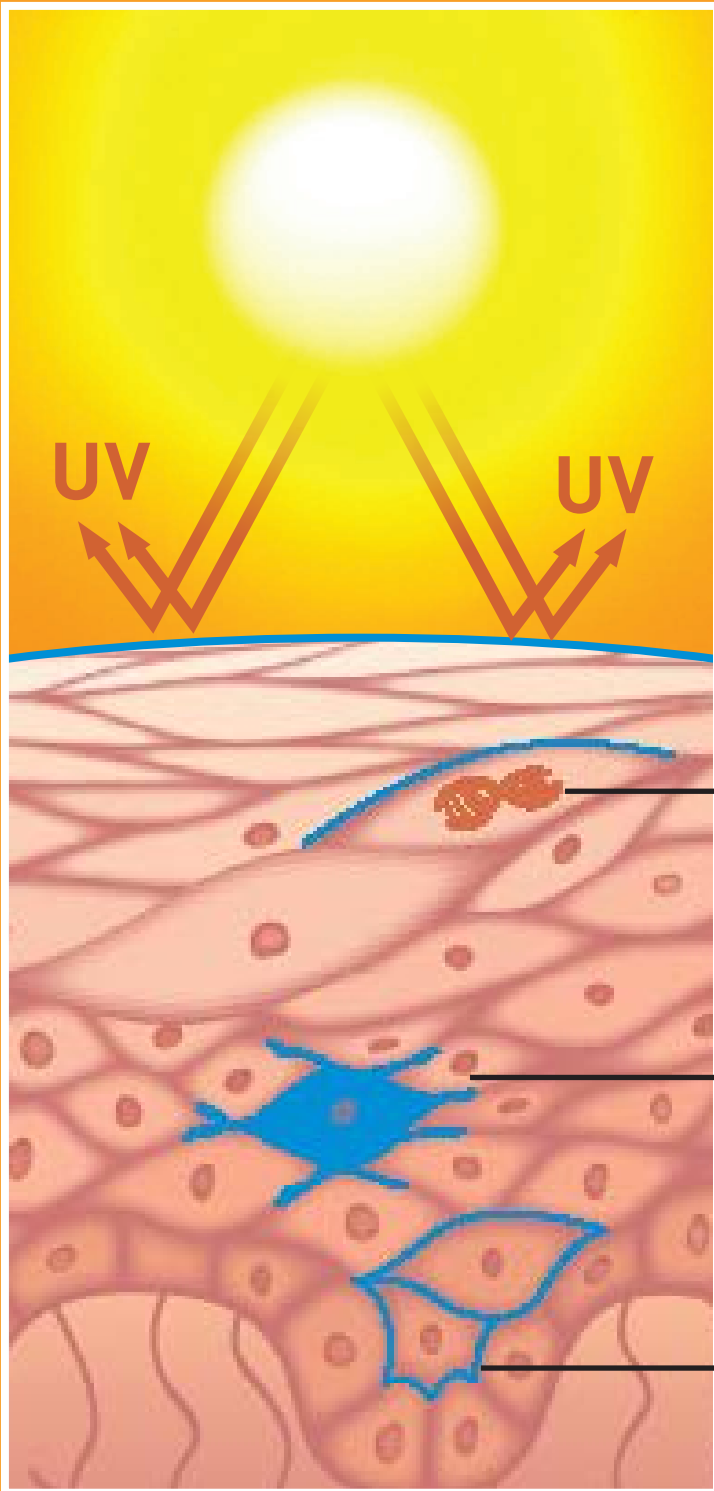
FOR DEHYDRATED SENSITIVE SKIN
Paraben-free – Hypoallergenic – Non-comedogenic – Alcohol-free

BIODERMA
LABORATOIRE DERMATOLOGIQUE

590 mm
40 mm
65 mm
40 mm
40 mm

1500mm

300mm



Photoderm
 MAX Aquafluid
 SPF 50+ / PA++++
 WATER-LIGHT AND FAST ABSORBING
 VERY HIGH UV PROTECTION WITH
 CELLULAR BIOPROTECTION®

CELLULAR BIOPROTECTION® provides UV protection with triple cellular defence

<p>1 PROTECT 99.6% CELLULAR DNA TO REDUCE THE RISK OF SKIN CANCER¹</p>	<table border="1"> <thead> <tr> <th>Without UVA exposure</th> <th colspan="2">After UVA exposure</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td>Normal healthy skin cells</td> <td>Skin cell with conventional sunscreen</td> <td>Skin cell with Photoderm sunscreen + CELLULAR BIOPROTECTION®</td> </tr> </tbody> </table>	Without UVA exposure	After UVA exposure					Normal healthy skin cells	Skin cell with conventional sunscreen	Skin cell with Photoderm sunscreen + CELLULAR BIOPROTECTION®	<p>Comet test on skin cells: The longer the 'tail', the greater the cellular DNA damage and the higher the risk of skin cancer</p>
Without UVA exposure	After UVA exposure										
Normal healthy skin cells	Skin cell with conventional sunscreen	Skin cell with Photoderm sunscreen + CELLULAR BIOPROTECTION®									
<p>2 PREVENT 96% DAMAGE ON SKIN IMMUNE SYSTEM FOR HEALTHY SKIN²</p>	<table border="1"> <tbody> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td>Healthy Langerhans cells before UV exposure</td> <td>Langerhans cells under UV exposure without any UV protection</td> <td>Langerhans cells under UV exposure with Photoderm sunscreen + CELLULAR BIOPROTECTION®</td> </tr> </tbody> </table>				Healthy Langerhans cells before UV exposure	Langerhans cells under UV exposure without any UV protection	Langerhans cells under UV exposure with Photoderm sunscreen + CELLULAR BIOPROTECTION®				
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<p>3 PRESERVE 100% ANTI-OXIDANT RESERVE TO MINIMISE PREMATURE AGEING SUCH AS WRINKLES AND SPOTS³</p>	<table border="1"> <tbody> <tr> <td></td> <td></td> <td></td> </tr> </tbody> </table>										

[1] CELLULAR BIOPROTECTION® protects DNA (LBME / Dr De Méo) - December 2009
 [2] 10 volunteers applied an emulsion containing 1% ectoin (CELLULAR BIOPROTECTION®) on forearms twice daily, evaluated after 14 days. (Supplier file / Merck) - 2004
 [3] Evaluation of the protective effect of CELLULAR BIOPROTECTION® against the depletion of glutathione induced by irradiation in complete solar spectrum - DIPTA June 2015

PHOTODERM FLOORSTAND_3RD SHELF TESTER PLATE • SIZE : 300L X 50H MM

GENERAL SUN PROTECTION

Photoderm
MAX Aquafluid
SPF 50+

NEW

Water-light and fast absorbing
Very high UV protection
UVA 24 / PA++++

CELLULAR BIOPROTECTION® PATENT

Photoderm
MAX Ultra-fluid
SPF 50+

Lightweight
Very high UV protection
UVA 40 / PA++++

CELLULAR BIOPROTECTION® PATENT

Photoderm
MAX Lait
SPF 100

NEW

Ultimate
Very high UV protection
UVA 31 / PA++++

CELLULAR BIOPROTECTION® PATENT

Photoderm
MAX Spray
SPF 50+

Easy-to-use
Very high UV protection
UVA 33 / PA++++

CELLULAR BIOPROTECTION® PATENT

SPECIFIC SUN PROTECTION

Photoderm
AKN Mat
SPF 30

Mattifying
High UV protection
UVA 13 / PA+++

CELLULAR BIOPROTECTION® PATENT

FLUIDACTIV® PATENT

Photoderm
SPOT
SPF 50+

Anti-hyperpigmentation
Very high UV protection
UVA 38 / PA++++

CELLULAR BIOPROTECTION® PATENT

Non-greasy – No white traces – Photostable – Water resistant – Paraben-free – Hypoallergenic – Non-comedogenic – Fragrance-free

PHOTODERM FLOORSTAND_4TH SHELF TESTER PLATE • SIZE : 300L X 50H MM

1 | CLEANSE

Hydrabio
H₂O

MOISTURISING NON-RINSE
MICELLE SOLUTION

AQUAGENIUM® PATENT

2 | TONE

Hydrabio
Tonique

MOISTURISING
TONING LOTION

AQUAGENIUM® PATENT

3 | TREAT

Hydrabio **NEW**
Gel-Crème

LIGHT MOISTURISING
CARE



AQUAGENIUM® PATENT +

PHYSIOLOGICAL LAMELLAR EMULSION

Hydrabio **NEW**
Perfecteur SPF 30

SMOOTHING MOISTURISING
CARE, RADIANCE BOOSTER



AQUAGENIUM® PATENT +

PHYSIOLOGICAL LAMELLAR EMULSION

Paraben-free – Non-comedogenic – Hypoallergenic – Alcohol-free







300mm

1500mm