

# Are You Protected by Sunscreen?

Present by UVLOOK, a product of URGAZE 2019



**ENOUGH SUNSCREEN PROTECTION?**

*This image is not granted permission for commercial use yet. Currently for internal reviews only. Source: <https://wikibioage.com/wp-content/uploads/2018/08/Bear-Grylls.jpg>*

The answer is **NOT OBVIOUS.**

Nowadays, most of us are aware of UV rays in the sun damage to the skin, which can lead to skin cancer or melanoma. We wear sunscreen regularly before we step outside for activities. But, many are still under covered by an inadequate amount of usage.

**END UP**

Get burned in the sun.

Still put your skin at risk.



# FACTS

## 1. Not **RIGHT** products.

"EWG researchers found that 67 percent of the products don't work well or contain ingredients that could harm health."

- EWG Releases 2018 Guide to Sunscreens.

<https://www.ewg.org/release/two-thirds-sunscreen-products-offer-poor-protection-or-have-worrisome-ingredients>

## 2. Not **ENOUGH** amount.

"Most people only apply 25-50 percent of the recommended amount of sunscreen."

- the American Academy of Dermatology

<https://www.aad.org/sun-protection/sunscreen-faqs>

## 3. No **REAPPLY**.

"Nearly one-third (28 percent) of U.S. adults who wear sunscreen say they always or almost always reapply throughout the day."

- RealSelf Sun Safety Report 2019

<https://www.prnewswire.com/news-releases/2019-realself-sun-safety-report-only-1-in-10-americans-uses-sunscreen-daily-men-significantly-more-likely-than-women-to-reapply-sunscreen-and-get-annual-skin-check-300889933.html>

Now ask yourself,

**Are you protected by sunscreen as it should be?**



Yes, I guess so.  
Maybe.  
Should be.  
Must be.

You just aren't sure!

A simply **YES** isn't so hard.

How to properly **cleanse** at the end of a day!

Why am I still **tanned**?

Too  
Confusing

SPF? PA?

When to **reapply**?

Do I miss a **spot**?

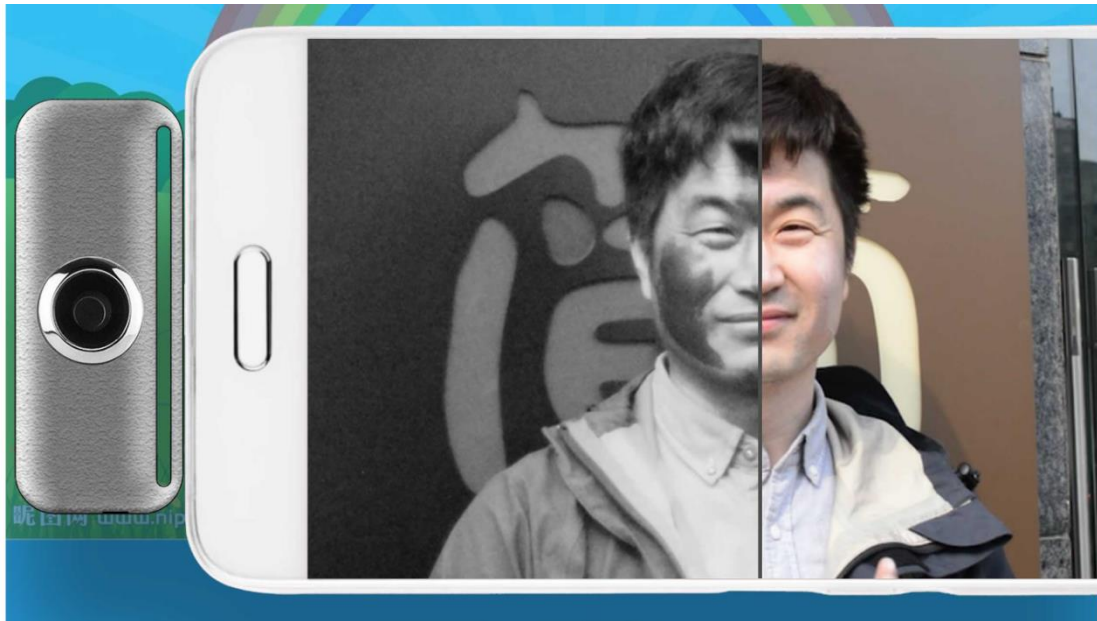
I want **young** skin!



Choose from **waterproof** or **broad spectrum**?

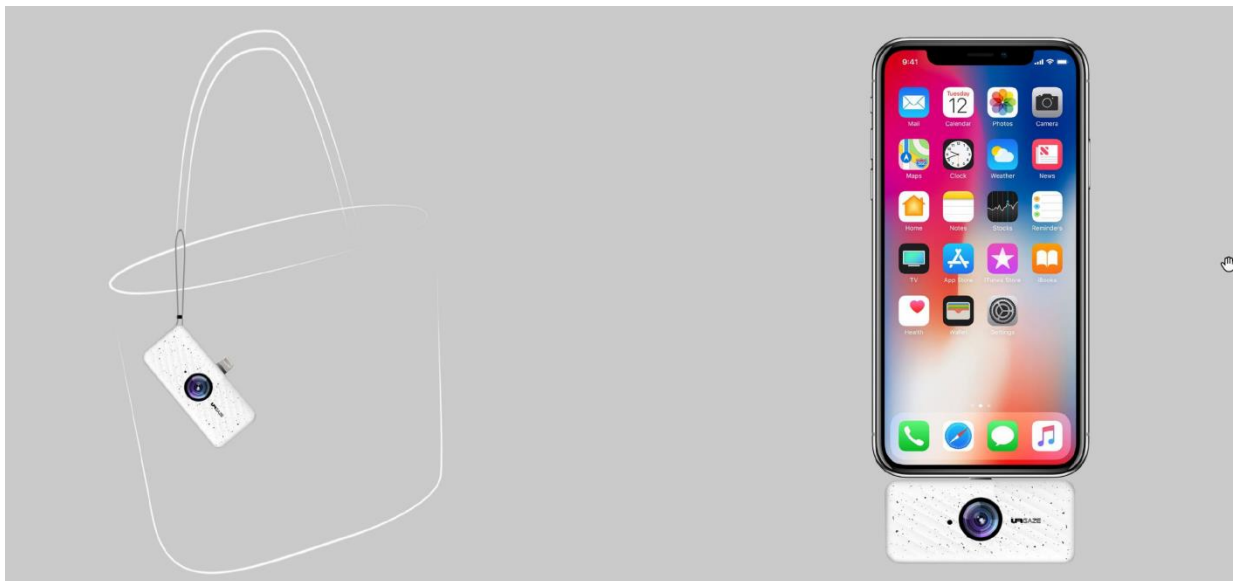
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## Customers deserve a simpler solution!



We are proud to present to you **UVLOOK**

- a small camera modulus that can be attached to your smartphone, making the answer more **OBVIOUS**.



## UVLOOK - Seeing is Believing

Through **UVLOOK** technology, you can view the effectiveness of the sunscreen you wear on.

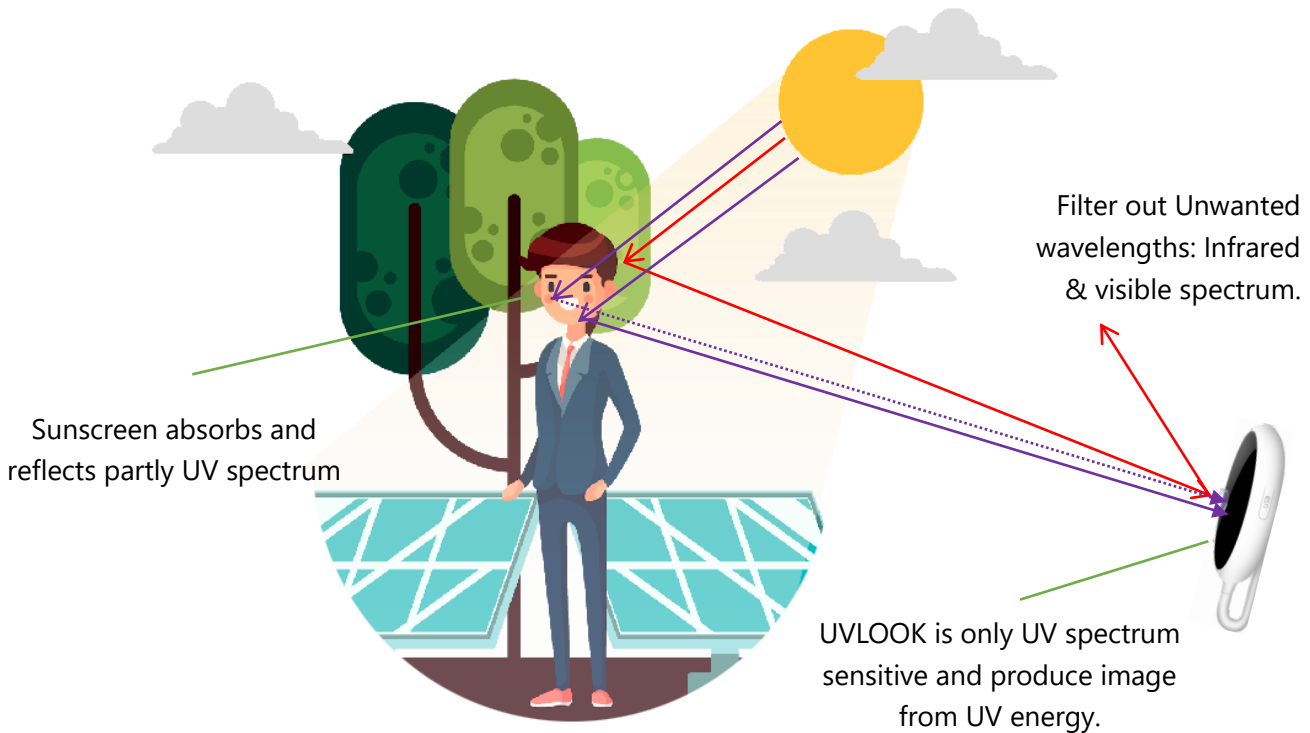


Some sunscreen is hard to see by naked eyes. UVLOOK sees how sunscreen works on you and displays onto your smartphone. The **darker** it is shown on the image, the more protection it offers to your skin.

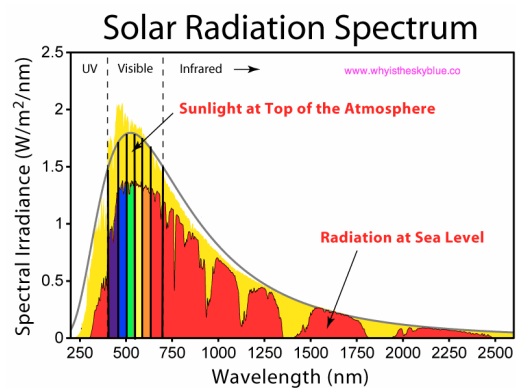




## HOW it works?



Natural light contains a broad spectrum from ultraviolet(UV) light, visible light, and infrared(IR) light. Human eyes can only visualize a portion of it. With the proper equipment, like **UVLOOK**, the other part of the spectrum such as UV can be utilized to form images for a purpose.



**UV photography isn't new. UV camera isn't advanced.**

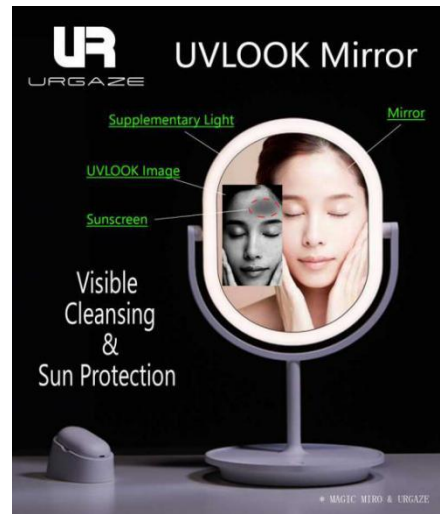
BUT we know: **SIZE** does matter & **COST** does matter.





# Experiential Marketing

While customers shifting their purchases online, experiential and interacting marketing are becoming more essential to influence their brand and product selections.



## UVLOOK offers 3 marketing opportunities

### 1. Sales Aids.

A digital interactive tool and display at the brand counter can be attractive to customers. A simply ad does not do enough, but a new experiential live image with AI can bring attention and smile.

- Share on a social media.
- Learn sun care info including how to properly use products.
- Gain brand recognition and image.
- Initiate connection to an official channel on SNS.



Live Cameras and interactions  
Regular + UV to give



## 2. Public Event Marketing

Rather than sitting in a shop, making a marketing campaign in the public with UVLOOK will be a big help on the brand image. The event with an eye catching display of UV images, not just sun care product lines, will be an opportunity to make the words and images widely spread. The event may also boost onsite sales with proper location selections.



## 3. APP+Gadget

UVLOOK comes with an APP plus a gadget. The APP alone gives the daily UV Index and suggestions like what SPF or PA of sunscreen according to the individual skin type. With the gadget attached, the user can check him or herself through UVLOOK if the sun protection being worn off and send a reminder of reapplying. The forum of APP serves users with educational information and also maintain customer relation online.

## YET to COME

A switch of UVA and UVB images on the camera.



**SPF:** While fair-skin people pay more attention to prevent **SUNBURN**,

**PA:** Asian long for staying **white** and **young**.

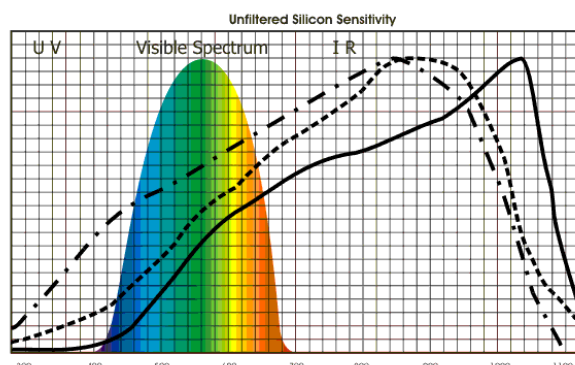
Both UVA and UVB can lead to DNA damage in the skin but have a different effect on the skin.



UVA / UVB  
/ Board Spectrum  
**SWITCH**

## Features of further innovations

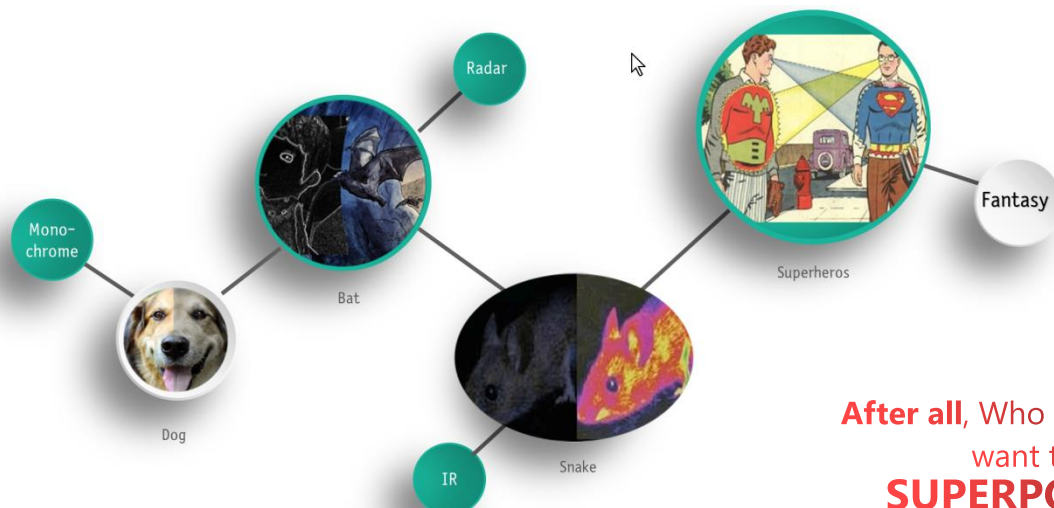
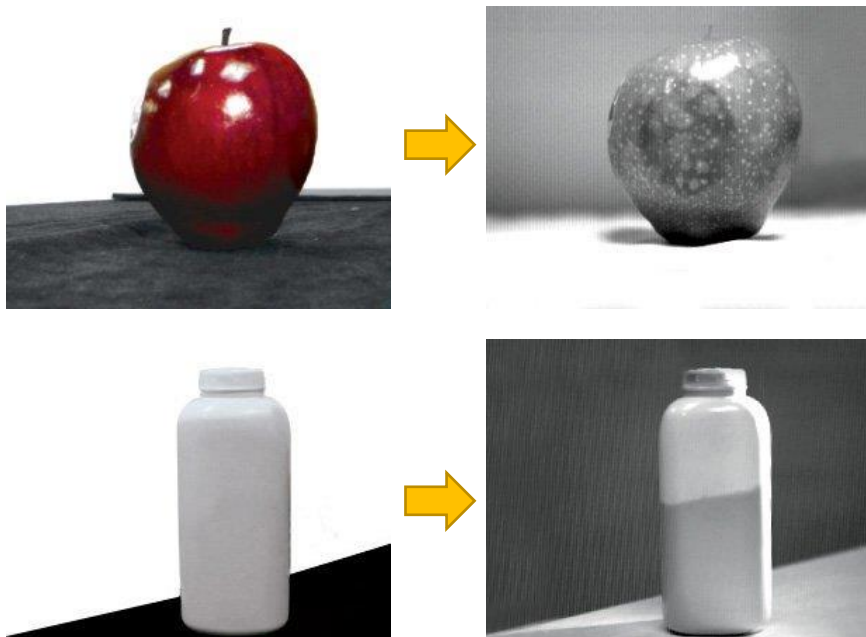
With **UVLOOK** technology in a narrow bandwidth spectrum, we still seek for specific reflection of particular subjects.



New consumer applications can be soon launched. Here are some of the insights.

With reduced **SIZE** and **COST**.

- Defects of fruits and vegetables.
- Farm chemical residuals.
- Blood veins under skins.
- Objects behind walls.
- Hotel bedsheet being changed after the last guest?
- Repainted automobile's body for used car deals.



**After all, Who does not  
want to have a  
SUPERPOWER.**