

Aquea Scientific Corp.

## What's New Under the Sun This Summer?

2007 MAY 14 - (NewsRx.com) -- While the number of sunscreen options today is greater than ever and awareness of the danger of sun exposure has never been higher, most individuals still neglect to protect themselves from incidental daily exposure to the sun, primarily because they forget.

Now, researchers say they have found a way to make that no longer a problem.

Starting this summer, new technology is becoming available that integrates sunscreen into soaps, facial cleansers, body washes and shampoos. Called Wash On(TM), this technology enables the user to receive an SPF of 15, simply by washing as they normally would every day.

Because of innovative technology that encapsulates sunscreen in greater than micron sized particles, and then imparts a positive charge to these particles, sunscreen stays attracted to negatively charged hair and skin even after rinse off and patting dry.

"The most effective sunscreen is of no use if people neglect to use it," says Dave Compton, president and CEO of Aquea Scientific Corp., the company that developed the multi-patented Wash On(TM) delivery technology. "The unfortunate reality is that most people don't use sunscreen on a daily basis either because they find it inconvenient, cosmetically inelegant or simply forget. Those are no longer issues with Wash On. Now, individuals can realize daily protection against incidental exposure to the sun simply by washing in the morning and therefore no longer need to remember. This technology will greatly enhance the ability of men, women and children worldwide to better protect themselves against daily sun exposure and we feel, in time, Wash On will become as common in soaps and shampoos as fluoride is in toothpaste today."

Wash On is intended for use against daily, incidental exposure to the sun, such as that gained from commuting or running errands. The makers recommend that for periods of prolonged and intense exposure, such as going to the beach, that traditional sunscreen be used. However, according to the Sun Safety Alliance(TM), incidental time spent in the sun accounts for 80 percent of the average lifetime exposure for an individual. Based upon research conducted by Mintel Consumer Intelligence, just 40% of adults use sun protection regularly and 25% never do.

Wash On technology is currently being used in Freeze 24/7's Ice Shield facial cleanser and in SPF 15 Body Wash from By142. More brands will be announcing adoption of the technology throughout the year.

Consumers can identify those brands that offer this new sunscreen technology through the distinctive Wash On logo that appears as an ingredient identifier on the front of product packaging.

According to Aquea Scientific, in addition to sunscreen, Wash On technology can potentially deliver virtually any active ingredient in cleansing and lathering products, such as those for anti-aging, anti-acne and even bug repellency.

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