

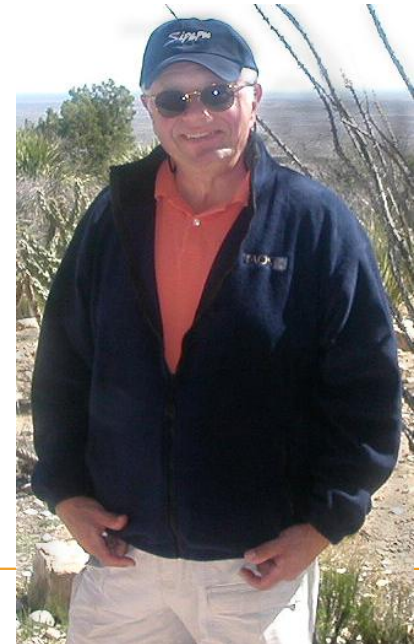
Solar Rx Sunblock

Features, Benefits, Advantages & FAQ's

By

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Keys Chief Technology Officer



Ancient Remedies and Modern Technology



KEYS PRODUCT PHILOSOPHY

- We choose to look for what is right in the world and not what is wrong.
- Safety is paramount
- Simplicity is core
- Continuous discovery is our mantra
- We have a positive intention for our customers and their families



KEYS UV POSITION

- Keys is a Sun Avoidance Company
 - SPF Clothing, SPF Rated Hat, UVA Rated Sunglasses & Sunblock on Unprotected Skin
 - Keys Founded by a Melanoma Survivor
- Our Customers are:
 - Cancer Recovery Patients
 - Have Sensitive Skin
 - React To Chemical Sunscreens
 - Want to Avoid Aging Elements
- Our Products
 - Safe
 - Efficacious
 - Simple
 - Everyday Protection
 - × Not waterproof
 - × Not for sports
 - × Not for sunbathing



KEYS UV POSITION (CONT'D)

- 90% of All Visible Skin Aging Come From UV
 - Skin Cancer Foundation
- The Major Cause of Melanoma is UVA Radiation
 - National Cancer Institute
- Keys Uses Uncoated ZnO Because Coated Zinc Oxide Reduces UV Protection and Deletes The Therapeutic Properties
- Nano ZnO Has Been Proven Safe
 - 400 International Studies – No Absorption
 - EWG Pro-Nano Position Reversal, July 2007
 - Agitators Have NO DATA
- Chemical Sunscreen Ingredients are Being Linked to Elevated Cancer Rates



KEYS SOLAR RX OVERVIEW

- Natural Chemical-Free Broad Spectrum Sunblock
 - UVA & UVB protection
 - Highest Anti-Aging Properties
- Uncoated Nano Zinc-Oxide
 - Increased coverage
 - Therapeutic Benefits
 - Cosmetically Clear
- Healing Moisturizing Lotion
 - Pharmaceutical Grade Ingredients
 - Therapeutic Proportions
- Scientific Affiliations & Testing
 - National Laboratory, University and Industry relationships



SOLAR RX QUICK-VIEW

- Moisturizing Therapeutic Sunblock
- SPF 30+ UVB
- 5 Star (Maximum) Boots Star UVA Rating (EU)
- Uncoated Zinc Oxide Therapeutic Action
 - Cosmetically Clear Rosacea Treatment
 - Fade Melasma Areas and Brown Spots
 - Healing Anti-inflammatory Properties
- Moisturizing Lotion
 - Keys Luminos Base Lotion
 - Agave Aloe Vera with Polysaccharide Level of 9.8+
 - Pharma Grade Avocado, Black Cumin and Carrot Seed Oils



SOLAR RX ACCOMPLISHMENTS

- #1 Safest Sunscreen EWG 2008 Sunscreen Report
- #1 Rated Cosmetic Sunblock
 - Consumer Reports Magazine, July 2007
- Safest Sunscreen
 - The Environmental Working Group Skin Deep Report
 - 0.0 Rating (0.0 Safest – 10 Unsafe)
- Safe Cosmetics Compact Signer
 - Current and Compliant To All Requirements Through 2010
- Dermatologist Recommended for Rosacea and Other Skin Disorders
- EU Compliant with All Stages
- No Parabens, Glycols or Questionable Ingredients
- FDA Inspected, ISO 9000, cGMP & Certified Organic Manufacturing Facility



OUR AFFILIATION & PARTNERS

- Los Alamos National Labs
- Lawrence Livermore National Labs
- University of Maryland School of Medicine
- University of Texas, Houston School of Nano-Pharmacology
- University of Hobart, Australia
- Scripps Clinic, LaJolla CA
- Johns Hopkins Hospital
- Umicore Corporation, Brussels Belgium
- National Cancer Institute
- Natural Products Manufacturers Association



KEYS FAQ'S ABOUT SOLAR RX

- I am concerned about all I read about nano-particles being absorbed?
- Some manufacturers say uncoated zinc oxide is unsafe!
- Why do you say uncoated zinc oxide is therapeutic?
- I have read that the size of the particles does not matter!
- Why did the EWG single out nano zinc oxide as safe and take a position against chemical sunscreen ingredients?
- What is the difference between sunscreens and sunblocks?



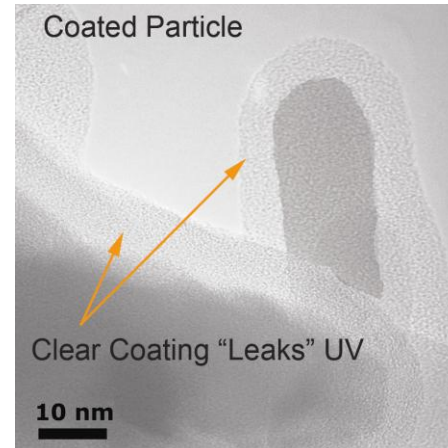
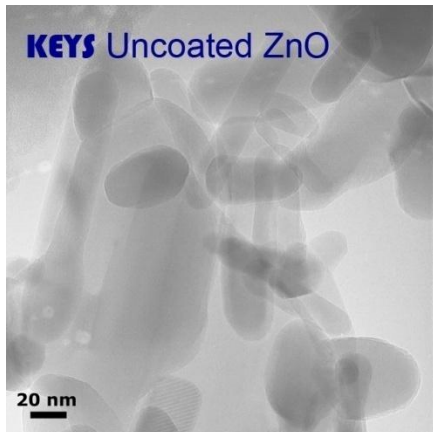
I AM CONCERNED ABOUT ALL I READ ABOUT NANO-PARTICLES BEING ABSORBED?

- Original Stark study in 1994 tested nano particles on lung tissue not skin and the hypothesis was never proven true
- Some NGO's used the conjecture to attack all nano particles. but really targeted nano cosmetic ingredients in mineral makeup's, lotions & anti-aging creams... Mica, silica
- Macro and nano zinc oxide in use for over 100 years
- 2008; there are over 400 peer studies showing no absorption
- The US FDA, the EU and Australian Governments have concluded that there is no evidence to be concerned about nano zinc oxide
- No NGO's have presented specific data
- Some NGO's use fear uncertainty and doubt (FUD) tactics
- "NGO's FUD tactics have cost lives because people stopped using sunscreen based on fear," *Wendy Steele Keys CEO*



SOME MANUFACTURERS SAY UNCOATED ZINC OXIDE IS UNSAFE!

- Uncoated zinc oxide has been used for over 100 years in prescription and OTC products!
- Uncoated Zinc Oxide has no clear coating to leak or refract UV radiation
- Nano uncoated zinc oxide can compact 66% more than coated zinc oxide, blocking more UV



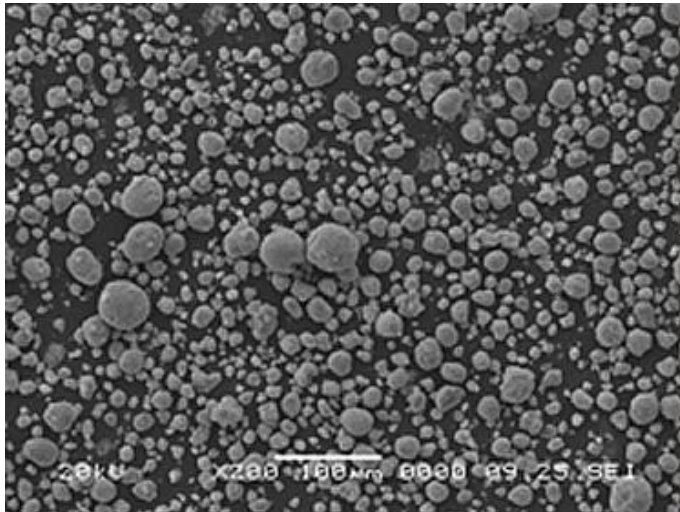
WHY DO YOU SAY UNCOATED ZINC OXIDE IS THERAPEUTIC?

- Calamine Lotion's active ingredient is uncoated zinc oxide
- Prescription Rosacea treatments predominantly use uncoated zinc oxide as the active ingredient
- Baby diaper rash ointments use uncoated zinc oxide
- Original surfer and sailor white out sunblocks were uncoated zinc oxide to prevent burning
- Prescription tooth paste and gum products use ZnO to reduce inflammation
- ZnO is a food additive to act as one of life's fundamental sustaining elements

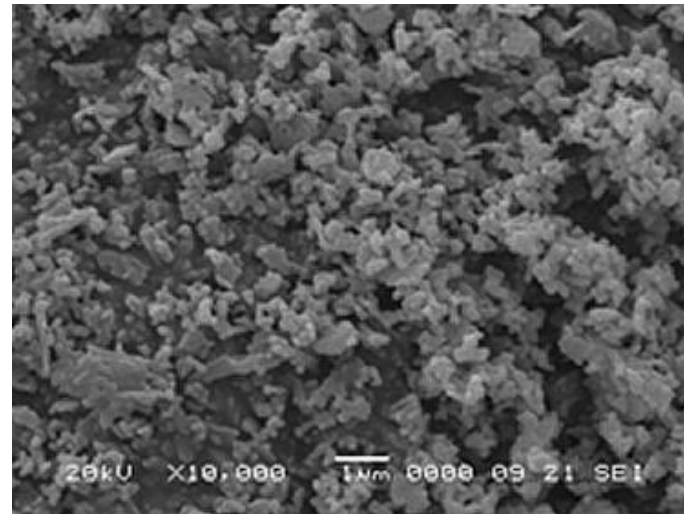


I HAVE READ THAT THE SIZE OF THE PARTICLES DOES NOT MATTER!

- This is simple physics and has no basis in science. The larger a particle, the greater gaps that occur and allow UV to get past the block particle.
- New age sunblocks are monolithic and attempt to arrange in a single layer on the skin. Smaller size particles permit greater compaction



Standard Zinc Oxide



Nano Zinc Oxide





WHY DID THE EWG SINGLE OUT NANO ZINC OXIDE AS SAFE AND TAKE A POSITION AGAINST CHEMICAL SUNSCREEN INGREDIENTS?

- 400+ Peer Studies reviewed by them showed no absorption or concern for humans
- Chemical Sunscreen ingredients are being linked to elevated Cancer rates
- Base ingredients in many chemical sunscreens are on their hazardous cosmetics database. www.safecosmetics.org
- Many chemical sunscreens contain four or more of the “Dirty Dozen” chemicals which Marin County CA said contributed to their highest US Cancer rates

<http://www.cosmeticsdatabase.com/special/sunscreens/nanotech.php>



WHAT IS THE DIFFERENCE BETWEEN SUNSCREENS AND SUNBLOCKS?

-  Sunblock provides a physical barrier to “block” or reflect UV radiation. UV rays bombard the skin and particles like zinc oxide reflect the radiation.
-  Sunscreens absorb UV radiation and convert it to another form of energy.

	Ingredient	UVB Protection	UVA Protection
Chemical Absorbers	Avobenzene (Parsol 1789)	No	Yes
	Cinnamates	Yes	No
	Octocrylene	Yes	No
	Oxybenzone (Benzophenones)	No	Yes
	PABA (para-aminobenzoic acid)	Yes	No
	Padimate-O (Octyl dimethyl paba)	Yes	No
	Salicylates	Yes	No
Physical Blockers	Titanium Dioxide	Yes	Yes
	Zinc oxide (including transparent)	Yes	Yes

<http://serendip.brynmawr.edu/biology/b103/f02/web1/vculler.html>



ADDITIONAL QUESTIONS & RESOURCES

- Contact: CustomerService@Keys-Soap.com
- www.CleanGreenCafe.com
- www.SafeCosmetics.org
- www.NIH.gov
- <http://toxnet.nlm.nih.gov>
- www.fda.gov



THANK YOU!

