

## What is the Product

Poutlandish Hyper Moisturizing Lip Paint® and Treatment SPF15  
with Nanotechnology by DermaDoctor®



## What's nano about it?

- Poutlandish uses nano-sized particles of zinc oxide (ZnO). The zinc oxide particles are 25nm in size.
- The nano-sized zinc-oxide is translucent and does not have the characteristic white color associated with zinc oxide.

## How does it work?

- Zinc Oxide is a chemical compound that absorbs ultraviolet light (UV).
- Zinc Oxide has been used in sunscreens for many years. ZnO is a good sunscreen because it can filter UVA as well as UVB light. This provides a broader UV protection than other suncreening chemical compounds.
- Poutlandish uses ZnO particles to provide SPF protection. Zinc oxide gives excellent sun protection but is typically white so it is often not used as a sun protection product. When ZnO is made into nano-sized particles (less than 100nm) they become translucent leaving no white residue.
- Nanoparticles also have higher surface to volume ratio. It is believed that nano-sized ZnO has a greater UV absorption because of its larger surface to volume ratio making the product more effective than typical ZnO.

## Does it have other applications?

- Zinc Oxide at the nanoscale is used in a variety of products.
- Sunscreens
  - An Australian study found that nearly 250 sunscreens approved for use in that country contained zinc oxide
- Cosmetics
  - L'Oreal, Lançome and other cosmetic companies are using nanosized particles in their products

## Price

- Poutlandish Hyper Moisturizing Lip Paint® comes in three shades and in a 2ml applicator
- The cost is \$27.50 per tube

## Glossary

- Chemical compound: a substance formed by chemical union of two or more elements or ingredients in definite proportion by weight.
- Translucent: Materials that allow light to pass through them only diffusely, and cannot be clearly seen through.
- Ultraviolet: Light in the invisible range or wavelengths from about 4 nanometers, on the border of the x-ray region, to about 380 nanometers, just beyond the violet in the visible spectrum. When considering the effect of UV radiation on human health, the range of UV wavelengths is subdivided into **UVA** (380–315 nm; Long Wave or "blacklight") and; **UVB** (315–280 nm), ( Medium Wave).
- Absorption: To take (something) in through pores or openings.

This information came from:

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