



SNOW FOX  
SKINCARE™

## Introducing Snow Fox's Anti Pollution Bio Polymer Serum: Your Ultimate Skin Defense Against Urban Pollution

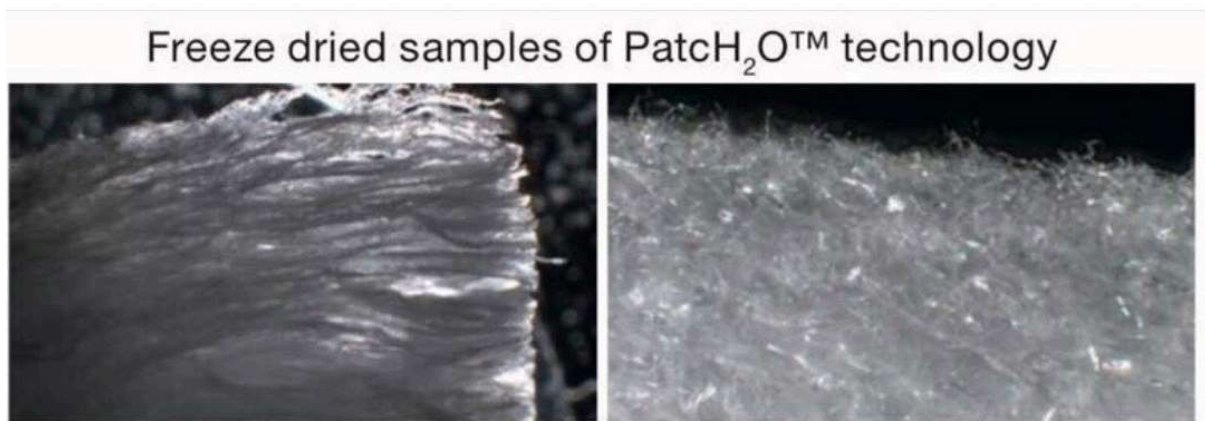
Snow Fox Skincare proudly presents the **Anti Pollution Bio Polymer Serum**, a revolutionary protective and hydrating serum designed to combat the harmful effects of urban pollution. This advanced formula, crafted with a unique anti-pollution bio polymer complex, offers superior defense against PM 2.5 micro dust particles and PAH (polycyclic aromatic hydrocarbons), while significantly improving skin's water retention.



## June, 2024 — Innovative Technology Meets Botanical Power

Harnessing the best of Japanese and French dermal technology, our Anti Pollution Bio Polymer Serum combines the benefits of a cream and serum in one lightweight, silky gel. The bio polymer microstructure, visible under a microscope, creates a long-lasting protective shield, ensuring that skin stays hydrated and safeguarded from environmental aggressors. Acting like a net on the skin, it helps to block out pollution particles and minimize trans epidermal water loss throughout the day.

*Images of BioPolymer (PatchH2O) Structure under a Microscope:*



### Key Ingredients for Superior Protection and Hydration

- **Squalane:** Mimics skin's natural oils, enhancing elasticity and providing deep hydration.
- **Japanese Beautyberry Extract:** Rich in antioxidants, it helps protect against oxidative stress.
- **Acai Extract:** Packed with anthocyanins, it fights free radicals and combats premature aging.
- **Willowbark Extract:** Offers anti-inflammatory benefits and brightens skin tone.

The serum also features a rich blend of nourishing botanical oils, including Geranium, Lavender, Palmarosa, Bergamot, Chamomile, Orange and Fennel oils, which provide additional antioxidants.

### **Clinical Claims and Proven Efficacy**

The biopolymer structure used in the serum is clinically proven to:

- Protect against pollution particles as small as PM 2.5\*
- Shield the skin from PAH (air pollutants)\*
- Increase skin's water retention by up to 3x more than other moisturizers, even after 48 hours\*
- Limit trans-epidermal water loss for over 48 hours after application\*

*\*Note: Clinical claims based on in vitro product testing and consumer feedback.*

### ***A Multi-Functional Skincare Essential: Key Benefits***

- *Acts as both a cream and a serum*
- *Transforms into a sleeping mask when combined with our EGF Orbs*
- *Lightweight, silky texture leaves skin dewy and hydrated*
- *Contains titanium dioxide for added UVA and UVB protection*



### **Founder's Vision and Inspiration**

Snow Fox's founder **Phoebe Song**, was inspired by the challenges faced by urban dwellers and travelers, recalling: "Pollution is one of the worst enemies of sensitive skin. I was motivated to create a solution after constantly experiencing skin issues while travelling to big, dense urban cities - especially in hot, humid climates.

Discovering a bio polymer complex that can be physically seen under a microscope was a game-changer. This serum combines French technology with Japanese ingredients, offering a unique blend of protection and hydration in one easy application."

### **Versatile and Suitable for All Skin Types**

Ideal for those living in high-density areas, hot climates, or pollution-prone zones, this serum is suitable for all skin types, including oily, combination, and sensitive skin. Its lightweight texture ensures a comfortable feel, even in humid conditions, without clogging pores or causing pilling under makeup. It has a very light, glowy shimmer to

add light reflection under make up and its blue hue comes naturally from its botanical ingredients.

***Product Usage***

For Day time: Apply evenly to clean, dry skin after all other products, just before applying SPF and make up.

**Recommended Use as a Night Time Sleeping Mask:** For night time, apply all serums and as the last step before bed, add a Snow Fox EGF booster orb to a small spoon of the BioPolymer Serum and mix until the orb is fully melted. Once mixed thoroughly, apply evenly to face (not too thick to avoid sticking on pillows) and go to sleep. Let it absorb through the night.

**Full Ingredients List:**

Water, Propanediol, Glycerin, Pentylene Glycol, Caprylic/Capric Triglyceride, Carbomer, Mica, Titanium Dioxide, Squalane, Arachidyl Alcohol, Behenyl Alcohol, Arachidyl Glucoside, Glyceryl Stearate, Potassium Hydroxide, Salix Alba (Willow) Bark Extract, Euterpe Oleracea Fruit Extract, Butylene Glycol, Callicarpa Japonica Fruit Extract, Citrus Limon (Lemon) Peel Oil, Pelargonium Graveolens Oil, Lavandula Angustifolia (Lavender) Oil, Cymbopogon Martini Oil, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Anthemis Nobilis Flower Oil, Citrus Aurantium Dulcis (Orange) Oil, Foeniculum Vulgare (Fennel) Oil, Cananga Odorata Flower Oil, Hydrolyzed Gardenia Florida Extract, Dextrin, Glyceryl Polyacrylate, Trehalose, Urea, Serine, Algin, Caprylyl Glycol, Sodium Hyaluronate, Pullulan, Disodium Phosphate, Potassium Phosphate.



### **About Snow Fox Skincare**

Snow Fox Skincare is dedicated to creating high-performance, clean skincare solutions as well as handcrafted reflexology beauty tools. Combining innovative technology with botanical ingredients and artisanal craftsmanship, we strive to offer products that deliver visible results while maintaining the highest standards.



***Pricing and Availability***

*Price: \$48*

*Volume: 40ml*

*Origin: Made in Japan*

The range is available online at [snowfoxskincare.com](https://snowfoxskincare.com)

## About The Brand

Founded by Phoebe Song, Snow Fox Skincare emerged as a result of a long sought solution to her Inflammatory Rosacea.

With a clean-by-necessity, results-driven philosophy, Snow Fox Skincare only uses cruelty-free ingredients and is sensitive-skin friendly. Brand highlights include its clean sheet masks as well as its unique take on traditional Gua Sha reflexology tools for skin and scalp.

For more information: [snowfoxskincare.com](https://snowfoxskincare.com)

For press enquiries: [colleen@absoluterrelations.com](mailto:colleen@absoluterrelations.com)

