

SLIDE 1:

TODAY WITH TAGRA:

Safe & Effective Mineral Sunscreen

Without the greasy, sticky feel or white cast!

[Tagra logo]

SLIDE 2:

Actress: What do dermatologists consider the most important skincare product by far? Sunscreen!

Mineral sunscreens are a more gentle and natural option compared to chemical sunscreens. They act as a shield on your skin against UV rays and offer an excellent safety profile with high SPF efficacy and broad-spectrum protection.

But formulating with the active ingredients in mineral sunscreens... not the easiest task!

The main issue? The aesthetic. Mineral sunscreens are known for feeling greasy and sticky, and are the culprits of the dreaded white cast on the skin.

But thanks to the innovative technology at Tagra, we have a solution to the problem!

Here's how you can formulate a safe and aesthetically-pleasing mineral sunscreen formula using Tagra's SunCap ingredients, Cellu ZinoCap TM and Cellu TitanCap TM—unbreakable microencapsulated UV filters!

SLIDE 3:

[Actress shows ingredients on the table.]

Actress: Here, we have **Cellu ZinoCap TM**, which is zinc oxide, and **Cellu TitanCap TM**, or titanium dioxide, microcapsules.

These transparent, micron-sized capsules are unbreakable, meaning they're able to absorb the sun's UV rays without allowing any skin penetration to keep you safe and protected longer!

They can be successfully added to either water- or oil-based formulas, making them an easy addition to any stage of your product formulation process.

And to save the best for last, a whopping *70% of the microcapsule's makeup* contributes to the UV filter. 70%!

The other 30% is simply the polymer that encapsulates the UV filter. These SunCaps are some truly powerful UV-filtering ingredients!

SLIDE 4:

Formula Table (Shaher to complete)

Production Process (Shaher to complete)

SLIDE 5:

Actress: Now, let's test out our Mineral SunCap Sunscreen formula compared to a sunscreen formulated non-encapsulated mineral UV filters.

[Demonstrates using cream by applying it to half of her face]

Actress: Our Mineral SunCap formula is extremely light, and it's not sticky at all! As you can see, there's no white cast, so it's perfect for all skin types. It really provides a natural, summery glow you can have all year round!

[Applies other sunscreen on other half of her face.]

So now I'm applying the sunscreen made with mineral UV filters that aren't encapsulated. It feels really heavy and greasy on my skin and it's definitely not absorbed as quickly. The white cast left behind is very obvious as well. Not a fan!

SLIDE 6:

Actress: Here's what I'm really excited for—let's put the two formulas to the test and compare their protection with this UV camera.

I can see that my skin is protected, and the level of UV protection seems to be equal between the two formulas. The SunCap formula from Tagra wasn't greasy or sticky, and left zero white cast... and it's just as effective as this other mineral sunscreen formula!

SLIDE 7:

SPF Results

SLIDE 8:

Actress: Thanks to Tagra's Mineral SunCaps, you no longer have to compromise sun protection because of an uncomfortable, unsightly formula. You can create a silky, smooth product with a transparent application, and still get the same amazing level of UV protection!

From all of us at Tagra, thank you so much for joining us today!

For more information, contact us at info@tagra.com.