



Wouldn't it be nice to avoid the hassle of putting on sunblock, reapplying, feeling sticky, staining your clothes, and STILL getting sunburnt?

Introducing...

The aloe vera gel capsule to eliminate sunburn for good!



Take one capsule before tanning

- All natural aloe vera plant
- Quick, simple, effective
- Only \$19.99 / 250 pills

Why do we sunburn?

When we are overexposed to ultraviolet (UV) rays from the sun, the radiation can burn our skin, resulting in what we call a sunburn. However, this term can be deceiving, as one can also get a "sunburn" from artificial habitats, such as tanning beds. Additionally, there is a high chance of developing skin cancer from excessive sunburn. Not only this, but sunburn can lead to premature aging of the skin. As seen in [Figure 1](#), UVB rays enter our skin and can damage our DNA by making thymine-thymine cyclobutane dimers. Our skin has melanocytes which make melanin to protect us from sunburn, however if the UV rays are too strong, this can cause edema and vasodilation, as well as painful, red skin. The pain can also be explained by UVB causing increases in chemokines, which over-activate the skin's pain receptors. One way to help prevent sunburn is by using sunscreen. However, [Figure 2](#) graphs one's Skin Health Average to one's Amount of Reapplication of sunscreen, and as you can see, the difference is considerably small between those who Don't Use Sunscreen and those who apply it Every Couple of Hours. This makes one wonder if sunscreen is really that effective, or if maybe there is a better way to treat sunburns.

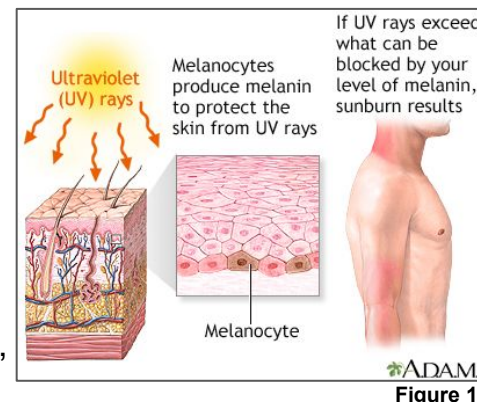


Figure 1

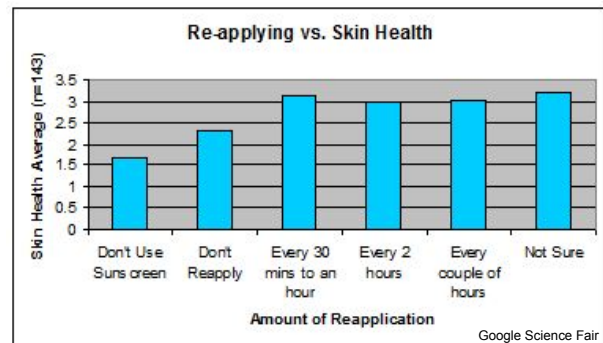


Figure 2

ALOE VERA PERKS

Lowers inflammation
Activates collagen production
Moisturizes the skin
Has salicylic acid and vitamins



Say goodbye to sunburns and Aloeha to healthy skin!

What is aloe vera?

For centuries the aloe vera plant, seen below, has been used medicinally all around the world. The botanical name for the plant is *Aloe barbadensis miller*, and it is mainly composed of a clear liquid gel which is 99% water, and 1% vitamins, glucomannans, lipids, sterols, and amino acids. This naturally abundant plant has so many healing abilities, a main one being the protection of the skin from exposure to UV radiation. The gel from the plant creates metallothionein in the skin, which lowers the production of cytokines, preventing the suppression of hypersensitivity that UV exposure causes.

For more information on this product, contact biomedpharmawustl@gmail.com