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Client: Ariel Laboratories

Project: E-NEWSLETTER – BB Cream

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**Another Something New Under the Sun from Ariel Labs**

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This time it's a facial cream with multiple cosmetic benefits, and one huge health benefit. It's a new Blemish Balm Cream that provides significant UVB protection along with everything else it has going for it.

This new Blemish Balm Cream, which has taken on the nickname of BB Cream, satisfies several cosmetic needs in a single formula. It is a combination moisturizer and cover-up that minimizes lines and wrinkles. It also masks slight imperfection on the skin's surface.

But the most appealing property of BB Cream may be its added ability to protect against UVB rays. It has an ultraviolet protection factor of SPF 15.

SPF stands for Sun Protection Factor and has become a standardized measure of UVB protection, rating products from 1 to 45 and above. An SPF 15 rating means BB Cream filters 92% of the UVB rays that redden the skin in sunlight. So BB Cream allows a person to stay out in the sun 15 times longer without showing the effects of harmful UV rays.

BB cream is the result of Ariel Labs' ongoing effort to identify innovative products and formulations wherever they may exist in the world of cosmetics. "This formulation was inspired by a product in Asia," says Peter Bohm, President and CEO of Ariel Laboratories. "It is enormously popular among women of every age group over there."