

**NUXE**   
PARIS

SUN CARE  
INNOVATION

FROM FEBRUARY 2025

OUR 1<sup>ST</sup>  
IRIDESCENT GOLD  
HIGH PROTECTION

And more new products...





## HIGH PROTECTION, DIVINE PERFECTION

### SUN CARE INNOVATION SPF30 & SPF50 SUN OILS GOLD



NUXE, No. 1 in sun oils in French pharmacies and parapharmacies<sup>1</sup>, is innovating with its **first beautifying high-protection oil**, available in SPF30 and SPF50 versions. Its texture glides smoothly over the skin and is rapidly absorbed, leaving only an irresistible pearlescent finish.

What is the secret of this divine glow? **100% natural-origin pearly particles** with subtle iridescent gold highlights that beautify all skin tones. As well as having no oily or sticky feel, the texture is **also water resistant and has been tested in marine conditions**<sup>2</sup>.

**Broad-spectrum UVA/UVB protection and blue light protection** are provided by the patented NUXE filter system<sup>3</sup>. The formulas also contain Extracts of Rice and Rosemary, a botanical duo that helps to prevent **premature photoaging of the skin**. 100% of women find their tan is luminous, even and lasting<sup>4</sup>.

Face and body.  
150 ml bottles made from mostly recyclable plastic.  
On-off pumps (no lid).

**Suggested retail price: 38 CHF (SPF30), 39.-CHF (SPF50)**

(1) GERSDATA - SOG Early - Dermocosmetic market Nuxe - Sun Care Segment, oil for local application and hair oil format - Sales value (turnover incl. tax) - Pharmacies and parapharmacies - France - MAT June 2024.  
(2) The formulas of our sun protection products have been tested in conditions representing aquatic life. To find out more, visit [fr.nuxe.com](http://fr.nuxe.com). (3) Combination of 3 sunscreens and 2 esters. (4) Usage test under dermatological supervision - 22 volunteers. Satisfaction % after 28 days of application.





## MELTING SUN CREAM SPF50+ MELTING SUN LOTION SPF50+

The NUXE Sun range now also includes **50+ very high protection**, with these two new protective formulas containing our exclusive patented filter system and an additional filter for ideal protection from UVB, and short and long UVA. They also provide protection from **blue light** (see box). Anti-aging cellular protection is reinforced by anti-oxidant extracts of Rice and Rosemary. The delectably melting textures of the lotion and cream have been **reworked to provide an invisible finish** with no white streaks. Both products are now **water resistant**.

Face.  
50 ml tube made from mostly recyclable plastic.

Face and body.  
150 ml tube made from mostly recyclable plastic.

NEW FORMULAS  
VERY HIGH PROTECTION SPF50+

### INNOVATION BLUE LIGHT PROTECTION

Also called "HEV" (High-Energy Visible Light), blue light is close to UV rays on the light spectrum. **The sun is the main source of HEV** – sun exposure delivers one thousand times more than artificial sources such as screens. Blue light penetrates **more deeply into the skin than UV rays**, causing cell damage and accelerated aging of the skin. NUXE Research has proven the effectiveness of these new formulas in protecting against blue light. This in vitro analysis of absorption using a spectrophotometer showed **protection up to 400 nm**.





## TANNING SUN OILS SPF30 & SPF50

Fans of satiny finishes already love the divinely sensual formulas of the SPF30 and SPF50 sun oils. They have been tested in marine conditions<sup>1</sup>, are **resistant to water** and non-sticky. As well as **broad-spectrum UVA/UVB protection**, they also provide anti-aging cellular protection proven in vitro. The results: a **luminous and streak-free tan, intensively hydrated skin**.

Face and body.  
150 ml bottles made from mostly recyclable plastic.  
On-off pumps (no lid).

(1) The formulas of our sun protection products have been tested in conditions representing aquatic life. To find out more, visit [fr.nuxe.com](http://fr.nuxe.com).

**AND STILL...**  
**MOISTURIZING PROTECTIVE**  
**MILKY OIL FOR HAIR**

NUXE Research has developed this **protective oil**, an ultra-light dual-phase mist specifically formulated to protect hair by filtering **UVA and UVB rays**.

It also prevents other summer damage by protecting hair from the effects of **salt, sand and chlorine**. It gives hair a beautiful shine with no oily finish, leaving it feeling soft and silky and with its colour preserved. An absolute essential in any summer suitcase, and even on sunny days in town.

Hair.  
100 ml pump bottle.





## OUR COMMITMENTS

### PATENTED SUNSCREEN SYSTEM EXCLUSIVE TO NUXE

The formulas of our protection products contain an exclusive patented sunscreen system combining 2 esters and 3 organic sunscreens<sup>1</sup>. These sunscreens are recognised for their tolerance and their effective broad-spectrum UVA/UVB protection. Photo-aging is premature aging of the skin caused by over-exposure to UV rays, in particular UVA. UVA rays lead to the formation of excess free radicals which damage cell structures, collagen and elastin. To help avoid the damage caused by UVA, NUXE Sun protection products have UVA factors that are, on average, twice as high as the minimum levels required<sup>2</sup> by European regulations.

### ANTI-OXIDANT CELLULAR PROTECTION

NUXE Sun protection products contain a 100% natural-origin anti-oxidant duo consisting of extracts of Rice and Rosemary. Providing real cellular protection, this botanical duo helps to prevent premature photo-aging of the skin by combatting free radicals.

UVA  
PROTECTION  
FACTOR



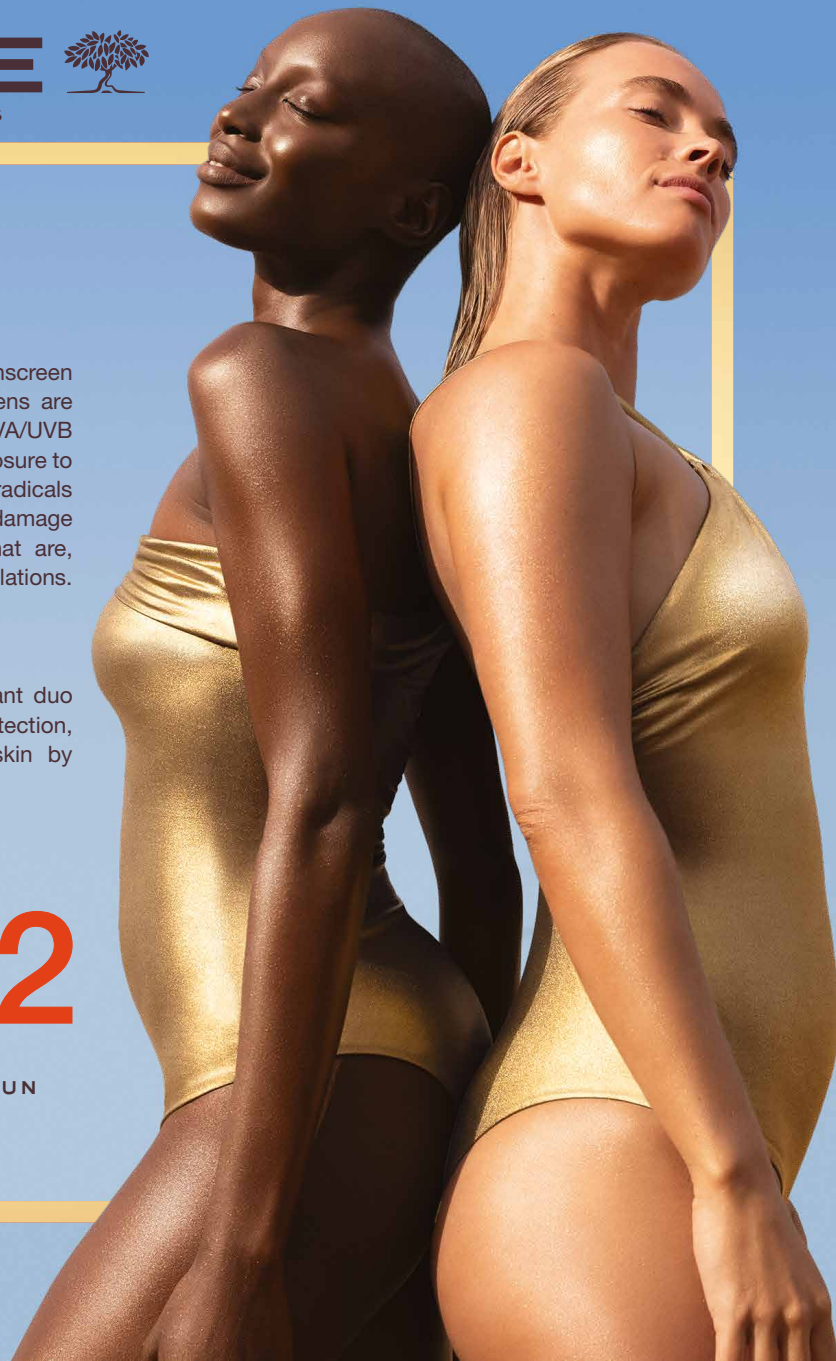
LEGAL  
MINIMUM

X 2



NUXE SUN

(1) Nuxe Sun protection products except for the SPF30 Spray, Melting Sun Lotion SPF50+ and the Melting Sun Cream SPF50+: 4 filters, (2) In vitro test – average result x2 across all NUXE SUN protection products in comparison with the requirements of European regulations.





## FORMULAS TESTED IN MARINE CONDITIONS<sup>(1)</sup>

The formulas of NUXE Sun protection products are free from filters that are banned in certain countries to reduce the impact on marine environments. They have been **tested in marine conditions** to ensure they have a reduced impact on the aquatic ecosystem. The protection products are also **resistant to water<sup>2</sup>**, which reduces the dispersion of sunscreens when swimming.

## THE ZENITH OF SENSORIALITY

NUXE Sun perfectly captures the NUXE oxymoron: protection and safety combined with **exceptional sensoriality**. The **sensual textures** and the **irresistible scent** of the range make application a pleasurable experience. Notes of Sweet Orange, Tiare and Vanilla evoke images of summer, holidays and the happiness of being in the sunshine.



Excessive exposure to the sun is dangerous for health: it is advisable to avoid exposure when the sun is at its most intense, between 11 am and 4 pm. A sun care product does not provide 100% protection. Use an appropriate sun protection factor.

(1) The formulas of our sun protection products have been tested in conditions representing aquatic life. To find out more, visit [fr.nuxe.com](http://fr.nuxe.com). (2) NUXE Sun protection products, except for SPF30 Delicious Spray.

## NUXE'S COMMITMENT TO



### AN OCEAN WITHOUT PLASTIC

Plastic pollution in oceans is a severe problem: today, a third of plastic waste generated throughout the world is not processed in traditional collection systems. As a result, each year, **8 million tonnes of plastic** end up in oceans all over the world. In France, this represents 6,000 tonnes of plastic, i.e. almost 1.2 tonnes per kilometre of coastline.

NUXE is taking action alongside the environmental NGO Oceanoplastic to help tackle this pollution. This NGO **collects waste from seas and beaches, identifies sources of plastic pollution and takes action to combat them.** As well as its research work, Oceanoplastic campaigns to **raise consumer awareness** through education programmes and actions to encourage individual responsibility.

In particular, NUXE has contributed to the organisation of 6 large-scale waste collections on the beaches of Martinique, enabling nearly 60M<sup>3</sup> of plastic macro-waste to be removed from the Caribbean Sea.



## THE NUXE *sunrise* ROUTINE DURING SUN EXPOSURE

# 1

PROTECT  
YOUR BODY

SATINY GLOW OR IRIDESCENT GLOW

# 2

PROTECT  
YOUR FACE

# 3

PROTECT  
YOUR HAIR





# THE **NUXE** *sunset* ROUTINE AFTER SUN EXPOSURE

1

WASH YOUR BODY AND HAIR,  
REMOVE SUNSCREENS,  
SALT AND CHLORINE



2

MOISTURIZE YOUR SKIN,  
BEAUTIFY YOUR FACE,  
BODY AND HAIR



3

FRAGRANCE YOUR SKIN



SATINY GLOW OR IRIDESCENT GLOW



## SUMMER 2025 BAG **NUXE** *sun*

Eagerly awaited by NUXE fans, this 2025 limited edition of the summer bag is set to be a dazzling success. Its wide cream and bright yellow stripes, in a trendy bayadere look, instantly transport us to sunny destinations and la dolce vita. Its “garter-stitch” crochet material creates an elegant texture that feels ultra-soft and glides smoothly over sun-kissed shoulders.

Free with the purchase of two products from the NUXE Sun\* and/or Huile Prodigieuse® ranges.

\*Not including the Hair & Body Shampoo and Sun Spray SPF50, 50 ml travel size.



Over 30 years ago, Aliza Jabès blazed a trail for natural and glamorous beauty care in pharmacies with the pioneering launch of her clean<sup>(1)</sup> and vegan<sup>\*</sup> multi-usage dry oil. A groundbreaking product with irresistible sensoriality, Huile Prodigieuse<sup>®</sup> quickly became iconic, No. 1 in France<sup>(2)</sup> and many other countries. A pioneer in “French pharmacy” beauty, NUXE’s approach is underpinned by R&D in natural cosmetology and botanical oils: the products are developed using powerful natural ingredients, according to a strict formulation charter and are tested under dermatological supervision. This made-in-France expertise has been confirmed with the award of 40 patents. Evoking a real emotional response with their ultra-sensorial textures and scents, NUXE products are attracting increasing numbers of followers who regard them as their “everyday luxuries”. NUXE is now the No. 1 laboratory in natural-origin skincare in French pharmacies<sup>(3)</sup> and is present in 60 countries. The experience can also be enjoyed in NUXE Spas: more than 60 well-being addresses in exclusive and exceptional settings all over the world.

FORMULAS DESIGNED  
AND MANUFACTURED  
IN FRANCE

 **VEGAN<sup>\*</sup>**  
FORMULA  
VEGAN FORMULAS<sup>\*</sup> AND  
NO ANIMAL TESTING<sup>†</sup>

 **OILS 100%**  
BOTANICAL  
FORMULATION WITH  
BOTANICAL 100% OILS

NUXE  
**30** YEARS OF RESEARCH  
IN NATURAL COSMETOLOGY  
30 YEARS OF RESEARCH  
IN NATURAL COSMETOLOGY  
AND 40 PATENTS

 COMMITTED TO  
PROTECTING BEES  
NUXE SUPPORTS BEE CONSERVATION:  
BY SPONSORING BEEHIVES WITH “UN TOIT  
POUR LES ABEILLES” (A HOME FOR BEES)

FONDATION  
**GoodPlanet**  
SUPPORT FOR ENVIRONMENTAL AND  
COMMUNITY PROJECTS RUN BY THE  
GOODPLANET FOUNDATION SET UP  
BY YANN ARTHUS-BERTRAND.

 **OCEANOPLASTIC**  
PARTICIPATION IN PROTECTING THE OCEANS  
FROM PLASTIC POLLUTION,  
ALONGSIDE THE ENVIRONMENTAL NGO  
OCEANOPLASTIC IN FRANCE.

WE MOVE BEAUTY FORWARD  
**CEW**  
FRANCE  
A PARTNERSHIP SINCE 2001  
WITH CEW “CENTRES DE BEAUTÉ”  
TO OFFER COSMETIC SKINCARE TO PATIENTS  
SUFFERING FROM SERIOUS ILLNESSES.

 **1001 FONTAINES**  
INSTALLATION OF DRINKING WATER  
FOUNTAINS IN CAMBODIA  
AND MADAGASCAR WITH  
THE 1001 FONTAINES ASSOCIATION.

 **L'AGENCE  
DU DON  
EN NATURE**  
PRODUCT DONATIONS THROUGH  
A PARTNERSHIP WITH AGENCE DU DON  
EN NATURE, A CHARITY WHICH DISTRIBUTES  
PRODUCTS TO PEOPLE LIVING IN POVERTY.