



For Immediate Release
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Sunforgettable® offers instant, invisible, long-lasting sun protection
--Breakthrough powder mineral sunscreen shields even the most sensitive skin from sun and environmental damage --

Toronto, ON. Clarion Medical Technologies is pleased to introduce **Sunforgettable®**, a pioneering line of mineral powder products that offers full-spectrum, stable sun protection in a convenient and easy-to-use applicator brush (www.clarionmedical.com/colorescience/sunforgettable.html). Available in three neutral shades and one neutral shimmer to suit every skin tone, Sunforgettable Mineral Powder Skin Protection products are light and virtually invisible, sitting on top of the skin's surface to create a barrier that locks in moisture, leaving skin radiant while blocking the drying effects of the sun. Created by Diane Ranger, founder and CEO of Colorescience® and credited for originating the mineral makeup concept in 1977, Sunforgettable products are formulated to remedy and camouflage specific skin concerns, as well as protect skin from the damaging effects of the sun and environment and are suitable for men, women and children. Available exclusively through physicians and medi-spas across Canada, Sunforgettable products retail for \$63.00.

'Dust and go' sun protection

Sunforgettable's micronized powders are prepared with specific particle types and sizes, to provide the most comprehensive barrier of protection on the surface of the skin for superior defense against UVA/UVB rays and environmental particle contaminants. The self-dispensing applicator brush makes it simple to reapply throughout the day and keeps makeup looking fresh while offering sun protection and helping to defend against the signs of aging.

"The ingredients in Colorescience products promote good skin health and effectively eliminate the appearance of redness caused by rosacea and sun damage," says Valerie Potter-Johns, National Sales Manager, Clarion Medical Skincare Division. "These products are ideal for use after laser treatments when skin redness and irritation occur, as well as part of one's everyday skincare regime," she adds.

Sunforgettable's weightless powder provides instant and long-lasting protection, relying on the reflective and refractive properties of micronized titanium dioxide and zinc oxide to protect skin without any absorption of chemicals, making it safe and effective for all ages. Odour-free, water resistant and easily wearable -- without leaving residue on clothing -- Sunforgettable is a breakthrough product that can be used both under and over make-up – just a quick dusting is all that's needed for full protection before heading into the sun.

The perfect partner for cosmetic procedures such as lasers, fillers and injectables, Sunforgettable's advanced nanotechnology keeps skin cool and is ideal for those with rosacea, eczema and other skin conditions, providing full protective properties without irritation.

About Sunforgettable® and Clarion Medical Technologies Inc.

Sunforgettable® is a pioneering line of mineral powder protective products developed by renowned skincare expert Diane Ranger, founder and CEO of Colorescience® and originator of the mineral makeup concept in 1977. Clarion Medical Technologies Inc. is a medical distributor of innovative technology solutions and has been operating in Canada since 1990. The company has gained a superior reputation for its dedication to the Canadian healthcare community (hospitals and clinics) within the aesthetic, ophthalmic and surgical marketplaces. Visit www.clarionmedical.com to find out more.

For product samples, more information, visuals or to arrange an interview with a Clarion Medical Technologies spokesperson, please contact Susan Willemsen, Savi Pannu or Andi Desplanque at The Siren Group Inc. Tel: 416-461-5270. Fax: 416-778-9047. Email: info@thesirengroup.com or www.thesirengroup.com or follow us on Twitter [@thesirengroup](https://twitter.com/thesirengroup).