



Here comes the sun! Actually, most of us have been enjoying some lovely early Summer weather in recent weeks so let's hope it's a sign that this year, we really are in for a barbecue season! Here at Eau Thermale Avène, we are committed to ensuring that everyone, even those with sensitive skin, can enjoy the glorious, mood-enhancing sunshine. So read on for details of a new **Very High Protection Emulsion SPF 50+**, our advice for protecting your skin from the sun (whether it's on your lunch hour or on a beach holiday), a fantastic competition and much more...

**NEW Introduction to the SunSitive® Range**

Even normal skin can behave erratically in summery conditions (especially in our erratic climate!) so treating it as though it's sensitive is a smart move.

The unique Eau Thermale Avène SunSitive® formula is suitable for everyone, but especially for sensitive or hypersensitive skin and is kind enough for sufferers of psoriasis, eczema, acne, rosacea or those suffering from the occasional flare-up. The range offers highly water-resistant protection and absolutely no parabens or alcohol!

This summer discover New Very High Protection SPF50+ Emulsion (£15.00, 50ml) - available from 1st July 2011 (see the [website](#) for your nearest stockist).

This brand new formula offers very high protection in a light and readily absorbed formula which contains oil regulating Cucurbita pepo extract to give skin a matte finish. It is ideal for normal to oily complexions.

SUNSTITIVE® FORMULA [LEARN MORE](#)

Don't Forget... Stay Safe

In general, whenever the sun is shining and you want to be out and about in it...

- Always make sure you're using the right protection level for your skin type, even if you're in the shade.
- Reapply sun protection regularly, especially after swimming or playing sports.
- Don't let yourself get burnt (it's painful, unsightly and causes serious long-term damage).
- Be prepared - always keep a bottle of Eau Thermale Avène sunscreen in your handbag, in the car, in your picnic basket... that way there should be no excuse for not staying well protected all summer long.
- Do enjoy yourself! If you protect yourself and your family with the superb formulas from Eau Thermale Avène, you can look forward to a heavenly Summer of outdoor living - weather permitting of course!

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**Boots Promotion**

Don't miss the fantastic 3 for 2 skincare promotion which is running in Boots stores nationwide from 18 May - 14 June 2011. This is the perfect opportunity to stock up on all your Eau Thermale Avène summer skin care essentials and save money!

In the sun care department pick up three 150ml Thermal Water sprays as part of the 3 for £15 sun care promotion between 15 June and 12 July. These fabulous water sprays will help keep you cool wherever you are and whatever you are doing.

**Helping sensitive skin survive summer**

No matter how much we all dream of summer and long for its arrival, the fact of the matter is summer can be a tricky time when it comes to skincare. Choosing the right products to help us through the summer months can make all the difference.

Try these Eau Thermale Avène skincare essentials for soft, smooth, irritation-free skin:



For an instantly calming and moisturising start to your daily routine, the **Soothing Hydrating Serum** is the perfect choice. The Avène Thermal Spring Water rich formula of this ultra hydrating serum offers immediate relief and helps restore your skin's natural balance. Wherever you are, smooth on a layer and enjoy the feeling of suppleness and comfort.

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Hydrance Optimale UV offers an SPF of 20 and is available in Light, suitable for normal to combination skins and Rich for those with dry or excessively dry skin. Hydrance Optimale UV is rich in Meiboserin, which helps prevent the evaporation of Avène Thermal Spring Water from the skin.

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Thermal Spring Water spray is an absolute MUST for summer. Cooling, refreshing and comforting the Thermal Water is perfect for hot sticky days especially after a little too much time in the sun or if you have a bit of heat rash.

Keep yours in the fridge for a super cooling effect!!

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And finally, always remember to drink plenty of water! Keeping your internal hydration levels topped up is as important as protecting your skin from the outside, especially when the temperature rises.

COMPETITION

We have a fabulous competition for you this summer! Just tell us which of the Eau Thermale Avène moisturisers you like best and why, for your chance to win a gorgeous vanity case filled with Eau Thermale Avène skin care. 10 lucky winners will each receive:

- An exclusive Eau Thermale Avène vanity case
- A mini Avène Thermal Water Spray
- A full size of their favourite moisturiser
- A full size brand new SPF 50+ Emulsion

All your holiday essentials in one handy carrier!

Send your answers to avene@pierre-fabre.co.uk by 12th June 2011. Good Luck!!

