

# MILLENNIAL WOMAN MAGAZINE

Self-Care Exclusive



Cetaphil: Simplifying Skincare For The Modern Woman

## Simplifying Skincare for the Modern Woman

### The Power of Minimalism

Cetaphil has mastered the art of minimalism in skincare by offering products that prioritize efficacy and gentleness without unnecessary frills. Backed by dermatological science, each product is designed to address specific skin concerns using only essential ingredients that work. Whether it's our iconic Gentle Skin Cleanser or our lightweight moisturisers, Cetaphil helps women streamline their routines while maintaining healthy, hydrated, and radiant skin. It's all about achieving more with less effort - perfect for today's busy lifestyles. In addition, Cetaphil defends against the five signs of skin sensitivity - dryness, irritation, roughness, tightness, and a weakened skin barrier - ensuring that even the most sensitive skin stays balanced and protected.

### A Day in the Life of Radiant Skin

Cetaphil is designed for real life, catering to skincare needs from sunrise to sunset. Start the day with one of our cleansers tailored to your specific skin type, including options from our PRO range for acne, redness-prone, or eczema-prone skin. Follow with a hydrating moisturiser and finish with SPF for all-day sun protection. Cetaphil products contain essential ingredients that strengthen the skin barrier. Niacinamide (vitamin B3) and Panthenol (pro-vitamin B5) soothe sensitive skin, reducing dryness and redness, while Glycerin hydrates the outer layer of the skin to support the epidermal barrier. This dermatologist-backed blend improves the overall quality of sensitive skin, relieving irritation and discomfort. Every product is easy to use, highly effective, and perfectly suited to the fast-paced schedules of modern women.

### Dermatologist Tested for Every Skin Type

For over 75 years, Cetaphil has been a dermatologist tested brand known for its gentle yet effective formulations. Our products are clinically tested to be safe for sensitive, dry, oily, or combination skin, offering solutions for every skin type. By prioritising mostly non-comedogenic, no added fragrances, and non-irritating ingredients, Cetaphil provides women with the confidence that their skin is cared for - no matter their unique concerns.

### Sustainability and Skin Health

Cetaphil is dedicated to sustainability through its Clear Skies initiative, focusing on reducing environmental impact, cleaner formulations, smarter packaging, and community support. The brand has cut water usage by 33% and CO<sub>2</sub> emissions by over 60%, with 95% of its factory electricity sourced from renewables and zero waste sent to landfills. Its packaging uses recyclable and renewable materials.

### Empowering Women Through Self-Care

Skincare is more than a routine - it's an act of self-care and empowerment. Cetaphil's gentle and effective products give women the tools to feel confident in their own skin, no matter how busy their lives may be. By taking a few moments each day to care for their skin, women can recharge and face life's challenges feeling their best. Cetaphil champions the idea that self-care is essential, not optional, and aims to empower women to embrace their natural beauty while juggling all aspects of modern life.