



清透防护乳

CLEAR PROTECTIVE MILK

防晒机制

Sun protection mechanism

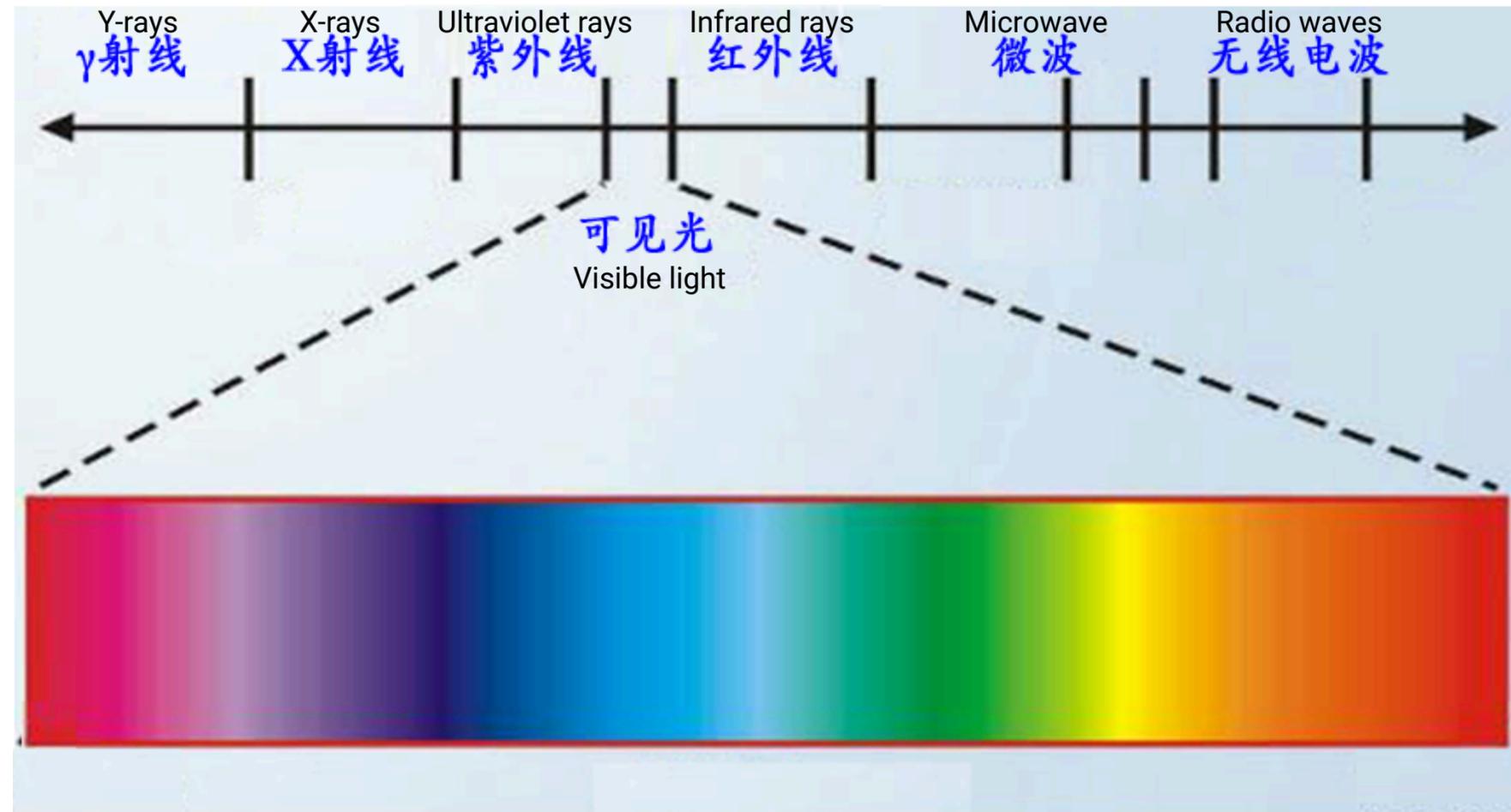


日晒是皮肤老化的罪魁祸首！

Sun exposure is the main culprit of skin aging!

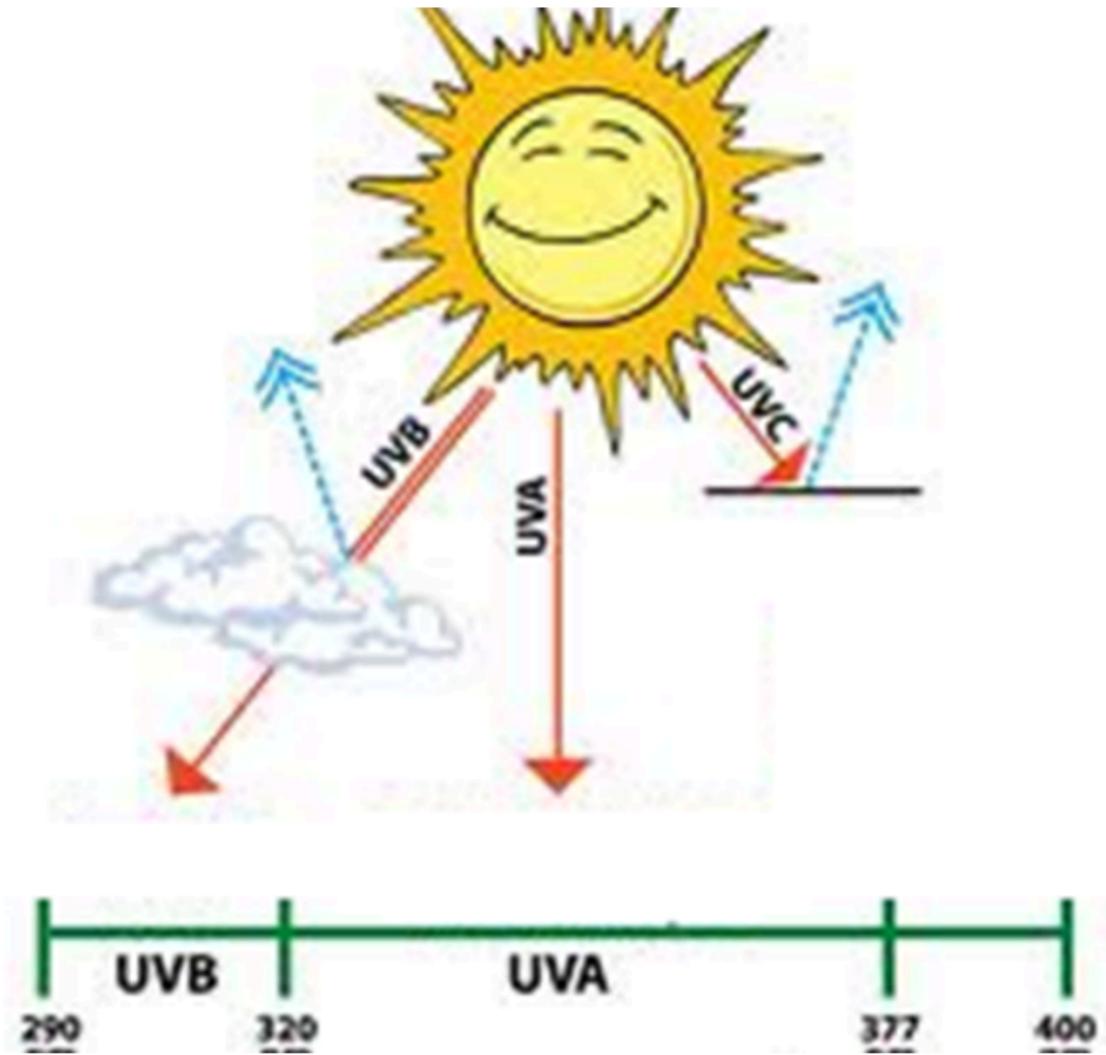
防晒=防紫外线

Sun protection = UV protection



紫外线分类

Classification of ultraviolet rays



	波长/nm	生物学效应
UVC	200-290	杀菌 ❌
UVB	290-320	晒红、晒伤
UVA	320-400	晒黑、晒老

短期影响 Short-term effects



皮肤晒红
Skin redness

紫外线照射后，皮肤中的黑色素细胞会释放黑色素颗粒，导致皮肤发红。

After UV exposure, melanocytes in the skin release melanin granules, causing the skin to turn red.



皮肤晒伤
Skin sunburn

紫外线过度暴露会导致皮肤细胞受损，引起皮肤晒伤，出现红肿、疼痛、水疱等症状。

Excessive UV exposure can damage skin cells, causing sunburn with symptoms such as redness, swelling, pain, and blisters.



皮肤干燥
Dry skin

紫外线会破坏皮肤的天然保湿层，导致皮肤水分流失，引起干燥、脱屑。

Ultraviolet rays can damage the skin's natural moisturizing layer, leading to moisture loss and causing dryness and flaking.

长期影响 Long-term effects



皮肤老化 Skin aging

紫外线长期照射会导致皮肤胶原纤维和弹力纤维受损，使皮肤松弛、皱纹增多。

Long-term exposure to ultraviolet rays can damage the skin's collagen and elastic fibers, leading to sagging and increased wrinkles.



皮肤癌 Skin cancer

紫外线过度暴露是皮肤癌的主要诱因之一，长期累积会导致皮肤细胞发生恶变。

Excessive UV exposure is one of the main causes of skin cancer, and long-term accumulation can lead to malignant changes in skin cells.

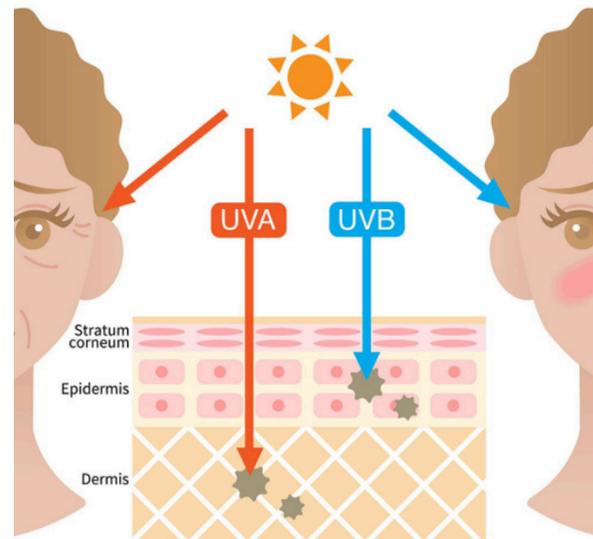


色素沉着 Hyperpigmentation

紫外线长期照射会导致黑色素细胞增多，使皮肤色素沉着，出现色斑。

Long-term UV exposure can increase melanocytes, leading to skin pigmentation and the formation of dark spots.

影响程度与个体差异 Degree of impact and individual differences

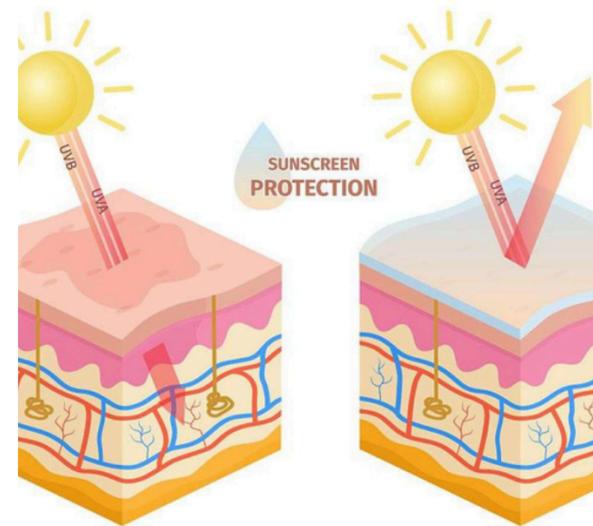


肤色深浅

Skin tone depth

肤色较深的人对紫外线的抵抗能力较强，而肤色较浅的人更容易受到紫外线的影响。

People with darker skin have stronger resistance to ultraviolet rays, while those with lighter skin are more susceptible to UV effects.

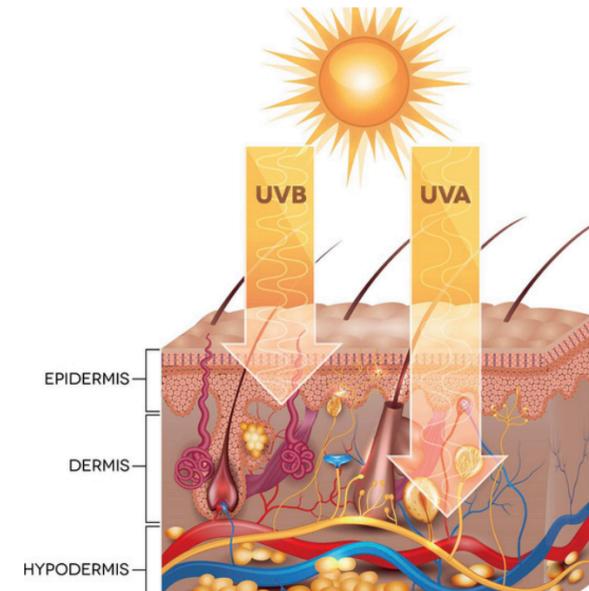


年龄

Age

年轻人的皮肤修复能力较强，对紫外线的抵抗能力较强，而老年人则较弱。

Young people have stronger skin repair ability and greater resistance to ultraviolet rays, while elderly people have weaker resistance.



遗传因素

Genetic factors

某些人的遗传基因使其对紫外线的敏感度较高，容易受到紫外线的影响。

Some people's genetic makeup makes them more sensitive to ultraviolet rays, making them more susceptible to UV effects.



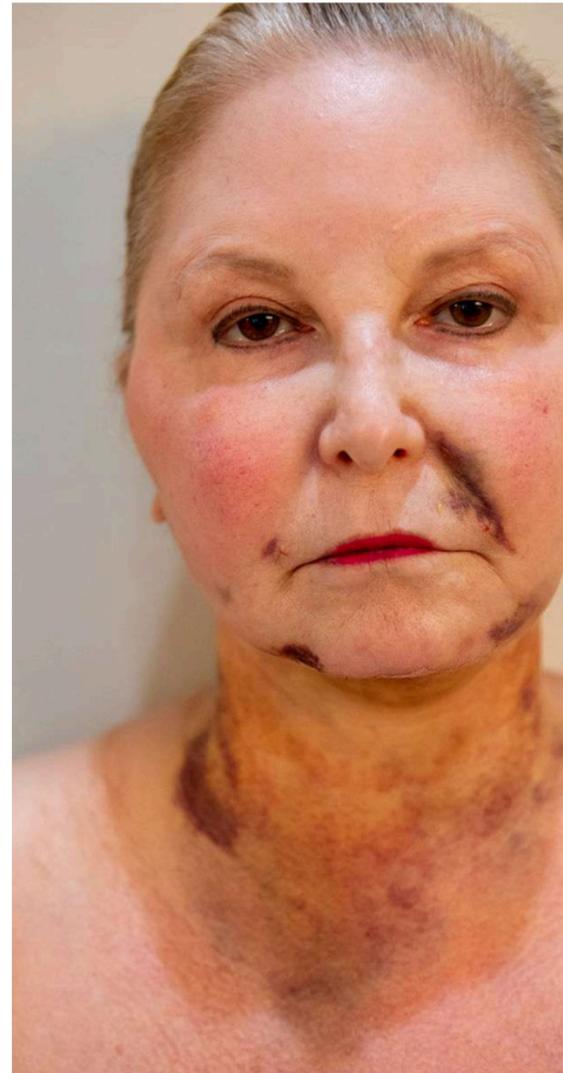
环境因素

Environmental factors

长期处于高原、雪地等高紫外线地区的人对紫外线的抵抗能力较弱。

People who live long-term in high UV regions, such as plateaus or snowy areas, have weaker resistance to ultraviolet rays.

预防皮肤损伤 Prevent skin damage



01

紫外线过度暴露会导致皮肤晒伤、晒黑，长期积累会导致皮肤老化、皱纹和松弛。

Excessive UV exposure can cause sunburn and tanning, and long-term accumulation can lead to skin aging, wrinkles, and sagging.

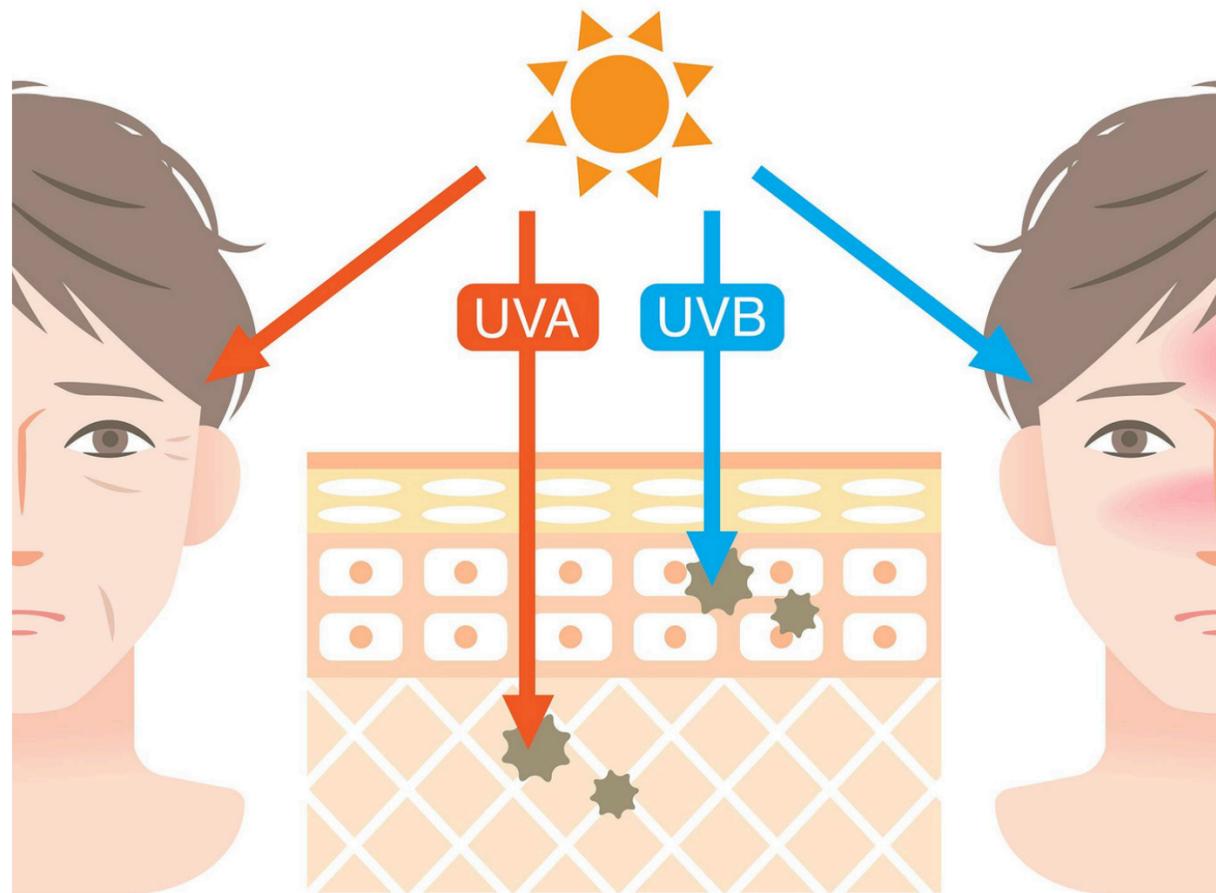
02

紫外线损伤还会破坏皮肤的天然屏障，使皮肤失去水分，变得干燥、粗糙，增加过敏和炎症的风险。

UV damage can also destroy the skin's natural barrier, causing moisture loss, dryness, and roughness, and increasing the risk of allergies and inflammation.

降低皮肤癌风险

Reduce the risk of skin cancer



紫外线过度暴露是皮肤癌的主要诱因之一，长期累积会导致皮肤细胞发生突变，引发恶性皮肤肿瘤。

Excessive UV exposure is one of the main causes of skin cancer, and long-term accumulation can lead to mutations in skin cells, resulting in malignant skin tumors.

做好紫外线防护可以显著降低皮肤癌的发病率，尤其是黑色素瘤等恶性程度较高的肿瘤。

Proper UV protection can significantly reduce the incidence of skin cancer, especially highly malignant tumors such as melanoma.

防晒机制

Sun protection mechanism



一、光物理过程：物质分子吸收光量子后其能态的变化防晒剂分子吸收紫外线后，将紫外线能量转变为其它的能量形式（对物质分子无害的热能和波长较长的光），起到防晒作用

1. Photophysical process: After a substance's molecules absorb photons, their energy states change. When sunscreen agents absorb UV rays, they convert the UV energy into other harmless forms of energy—such as heat or longer-wavelength light—thereby providing sun protection.

二、光化学过程：物质吸收光能量后变成激发态，并断键，引发自由基链式反应、光氧化过程

2. Photochemical process: After a substance absorbs light energy, it enters an excited state and undergoes bond cleavage, initiating free-radical chain reactions and photo-oxidation processes.

产品规格与包装 Product Specifications and Packaging



规格 Specification

60ml/瓶



包装 Packaging

采用环保材料制成的简约包装

Minimalist packaging made from eco-friendly materials

保质期及存储方法 Shelf Life and Storage Method

保质期 Shelf Life

三年（未开封状态下），开封后保质期为一年
Three years (unopened); once opened, the shelf life is one year.



存储方法 Storage Method

请存放于阴凉干燥处，避免阳光直射及高温环境，
使用后请紧盖瓶盖

Please store in a cool, dry place, away from direct sunlight and high temperatures.
Ensure the cap is tightly closed after use.

主要成分解析 Analysis of Key Ingredients

乳酸杆菌/大豆提取物发酵产物滤液

Lactobacillus/Soybean Extract Ferment Filtrate



- 乳酸杆菌 Lactobacillus

一种益生菌，能够维护皮肤微生态平衡，增强皮肤屏障功能，抑制有害菌生长。

A type of probiotic that helps maintain the skin's microecological balance, strengthens the skin barrier, and inhibits the growth of harmful bacteria.

- 大豆提取物 Soybean Extract

含有丰富的植物雌激素，有助于调节皮肤油脂分泌，改善皮肤干燥、粗糙等问题，同时还能促进胶原蛋白合成，提升皮肤弹性。

Rich in phytoestrogens, it helps regulate sebum secretion and improve issues such as dryness and roughness. It can also promote collagen synthesis and enhance skin elasticity.

- 发酵产物滤液 Ferment Filtrate

通过乳酸杆菌发酵大豆提取物得到的产物，富含多种对皮肤有益的氨基酸、维生素和肽类等，能够深层滋养肌肤，提高肌肤保湿能力。

A product obtained by fermenting soybean extract with Lactobacillus, rich in various skin-beneficial amino acids, vitamins, and peptides. It can deeply nourish the skin and enhance its moisturizing ability.

二硬脂二甲铵锂蒙脱石和棕榈酰谷氨酸镁

Lithium Magnesium Sodium Silicate and Magnesium Palmitoyl Glutamate

二硬脂二甲铵锂蒙脱石 Disteardimonium Lithium Montmorillonite

一种具有优异吸附性能的膨润土，能够有效吸附皮肤表面的油脂和污垢，同时不会带走皮肤表面的水分，有助于保持皮肤清爽。

A bentonite with excellent adsorption properties that can effectively absorb oils and impurities on the skin surface without removing moisture, helping to keep the skin feeling fresh.

棕榈酰谷氨酸镁 Magnesium Palmitoyl Glutamate

一种氨基酸衍生物，具有良好的保湿效果，能够增强皮肤屏障功能，防止水分流失，使皮肤保持水润状态。

An amino acid derivative with excellent moisturizing properties that can strengthen the skin barrier, prevent moisture loss, and keep the skin hydrated.



透明质酸钠、寡肽-1和水解角蛋白

Sodium Hyaluronate, Oligopeptide-1, and Hydrolyzed Keratin

透明质酸钠 Sodium Hyaluronate

一种高效的保湿因子，能够在皮肤表面形成一层滋润的薄膜，锁住水分，持久保湿。同时，它还具有促进皮肤细胞增殖和分化的作用，有助于修复受损肌肤。

A highly effective moisturizing agent that can form a hydrating film on the skin surface, locking in moisture for long-lasting hydration. Additionally, it promotes skin cell proliferation and differentiation, helping to repair damaged skin.

寡肽-1 Oligopeptide-1

一种小分子肽类物质，能够深入肌肤底层，刺激胶原蛋白和弹力纤维再生，从而紧致肌肤、淡化细纹。

A small-molecule peptide that can penetrate deep into the skin, stimulate the regeneration of collagen and elastin fibers, thereby firming the skin and reducing fine lines.

水解角蛋白 Hydrolyzed Keratin

一种与皮肤角质层结构相似的蛋白质，易于被皮肤吸收利用。它能够增强皮肤屏障功能、促进皮肤细胞新陈代谢和修复受损细胞。

A protein similar to the structure of the skin's stratum corneum, making it easily absorbed and utilized by the skin. It can strengthen the skin barrier, promote skin cell metabolism, and help repair damaged cells.

人参提取物及其作用

Ginseng Extract and Its Effects

人参皂甙 Ginsenoside

人参中的主要活性成分，具有抗疲劳、提高免疫力的功效，对眼部疲劳恢复有积极作用。

The main active component in ginseng, which has anti-fatigue and immune-boosting effects, and plays a positive role in relieving eye fatigue.



多糖和氨基酸 Polysaccharides and amino acids

为眼部细胞提供营养，促进细胞新陈代谢，有助于改善眼部微循环。

Provide nutrition to eye cells, promote cellular metabolism, and help improve microcirculation around the eyes.

抗氧化作用 Antioxidant effect

人参提取物中的抗氧化成分可以保护眼部细胞免受自由基损伤，延缓衰老。

The antioxidant components in ginseng extract can protect eye cells from free radical damage and delay aging.

季戊四醇四酯等其他成分

Pentaerythrityl Tetraester and Other Ingredients



- 季戊四醇四酯 Pentaerythrityl Tetraester

一种高效的柔润剂，能够在皮肤表面形成一层柔软的薄膜，防止水分蒸发和外界刺激对皮肤的伤害。

A highly effective moisturizer that can form a soft film on the surface of the skin, preventing moisture loss and protecting the skin from external irritants.

- 紫苏提取物 Perilla Extract

紫苏护肤品当中的成分能够起到抗氧化的效果，对于放射性皮肤损害有很好的改善效果。紫苏叶当中紫苏油可以渗入到肌肤当中，抑制黑色素生成，加强肌肤代谢，提亮肤色。

The ingredients in Perilla skincare products can provide antioxidant effects and have a good improvement effect on radiation-induced skin damage. The Perilla oil in Perilla leaves can penetrate the skin, inhibit melanin production, enhance skin metabolism, and brighten the complexion.

- 其他辅助成分 Other Auxiliary Ingredients

如抗氧化剂、稳定剂等，有助于提高产品的稳定性和安全性。这些成分协同作用，使得魔术丝清透防护乳具有出色的护肤效果和使用体验。

Such as antioxidants, stabilizers, and others, which help improve the product's stability and safety. These ingredients work synergistically, giving the Magic Silk Clear Protective Lotion excellent skincare effects and user experience.

功效与作用机制 Efficacy and Mechanism of Action

防晒小贴士

Sun Protection Tips

防晒可以降低紫外线对肌肤的伤害，防止皮肤晒黑晒伤，延缓皮肤老化。

Sun protection can reduce UV damage to the skin, prevent tanning and sunburn, and slow down skin aging.

防止皮肤下垂，皱纹，过度照射导致的日光性角质。

Prevent skin sagging, wrinkles, and actinic keratosis caused by excessive sun exposure.

防止斑点还有肌肤松弛细纹的产生。

Prevent the formation of dark spots, skin laxity, and fine lines.



质地轻盈，呵护肌肤

Lightweight Texture, Gentle Care for the Skin

轻盈配方 Lightweight Formula

魔术丝清透防护乳采用轻盈的质地，易于涂抹，不会给肌肤带来厚重感。

The Magic Silk Clear Protective Lotion has a lightweight texture that is easy to apply and does not leave a heavy feeling on the skin.

温和无刺激 Gentle and Non-Irritating

产品经过精心调配，对肌肤温和无刺激，适合各种肤质使用。

The product is carefully formulated to be gentle and non-irritating, suitable for all skin types.

渗透性强 High Penetration

其轻盈的质地使得产品能够迅速渗透肌肤，为肌肤提供深层的滋养与保护。

Its lightweight texture allows the product to quickly penetrate the skin, providing deep nourishment and protection.



保湿滋润，改善肌肤干燥

Moisturizes and nourishes, improving skin dryness

高效保湿 Intensive Moisturization

魔术丝清透防护乳富含保湿成分，能够为肌肤提供持久的保湿效果，改善肌肤干燥现象。

The Magic Silk Clear Protective Lotion is rich in moisturizing ingredients, providing long-lasting hydration and improving skin dryness.



滋润肌肤 Moisturize the Skin

产品中的滋润成分能够深入肌肤，为肌肤提供充足的营养，使肌肤更加柔软光滑。

The moisturizing ingredients in the product can penetrate the skin, providing ample nourishment and leaving the skin softer and smoother.

锁水功能 Moisture Locking Function

防护乳能够在肌肤表面形成一层保护膜，有效锁住水分，防止肌肤水分流失。

The protective lotion can form a protective film on the skin's surface, effectively locking in moisture and preventing water loss.

靓丽光泽，提升肌肤亮度 Radiant Glow, Enhances Skin Brightness



光泽度提升 Improved Radiance

魔術絲清透防护乳能够增加肌肤的光泽度，使肌肤看起来更加亮丽有光泽。

The Magic Silk Clear Protective Lotion can enhance the skin's radiance, making it look more bright and luminous.



改善暗沉 Brighten Dullness

产品中的亮肤成分能够改善肌肤暗沉现象，使肌肤恢复自然的光彩。

The brightening ingredients in the product can improve dull skin, restoring the skin's natural radiance.



均匀肤色 Even Skin Tone

长期使用魔術絲清透防护乳，还可以帮助均匀肤色，使肌肤看起来更加健康自然。

Long-term use of the Magic Silk Clear Protective Lotion can also help even out skin tone, making the skin appear healthier and more natural.

防护功能，抵御外界侵害

Protective Function, Defends Against External Aggressors

Protect Against UV Rays 抵御紫外线

防护乳中含有防晒成分，能够有效抵御紫外线的伤害，保护肌肤不受光老化影响。

The protective lotion contains sunscreen ingredients that can effectively shield the skin from UV damage, protecting it from photoaging.



抗氧化作用 Antioxidant Action

产品中的抗氧化成分能够中和自由基，减少环境污染对肌肤的损害。

The antioxidant ingredients in the product can neutralize free radicals and reduce damage to the skin caused by environmental pollutants.

增强肌肤屏障 Strengthen Skin Barrier

魔術絲清透防护乳还能够帮助增强肌肤的屏障功能，提高肌肤对外界刺激的抵抗力。

The Magic Silk Clear Protective Lotion can also help strengthen the skin's barrier function, enhancing its resistance to external irritants.

使用方法与注意事项 Usage Instructions and Precautions

使用前准备及适用人群
Preparation Before Use and Suitable Users



使用前准备

Preparation Before Use

清洁肌肤后，确保皮肤干燥，以便于产品吸收。
After cleansing the skin, ensure it is dry to facilitate product absorption.



适用人群

Suitable Users

适用于所有肤质，尤其适合需要日常防护和
肌肤修护的人群。
Suitable for all skin types, especially for those who need daily protection and skin repair.

避免直接接触及眼睛等敏感部位 Avoid direct contact with the eyes and other sensitive areas.

注意事项 Precautions

涂抹时请避开眼周及其他敏感区域，防止刺激和不适。
When applying, avoid the eye area and other sensitive areas to prevent irritation and discomfort.

温馨提示 Friendly Reminder

如不慎进入眼睛，请立即用清水冲洗。
If it accidentally gets into the eyes, rinse immediately with clean water.



异常情况处理建议

Recommendations for Handling Abnormal Situations

过敏反应 Allergic Reaction

若出现红肿、瘙痒等过敏现象，
请立即停止使用，并咨询专业医生。
If redness, swelling, itching, or other allergic reactions occur,
please stop using immediately and consult a professional doctor.

其他异常情况 Other Abnormal Situations

如产品性状发生改变或过期，请勿继续使用，
购买新产品以确保安全有效。
If the product's properties change or it has expired,
please do not continue to use it.
Purchase a new product to ensure safety and effectiveness.

产品优势与市场竞争力分析

Analysis of Product Advantages and Market Competitiveness

独特配方与技术创新点

Unique Formulation and Technological Innovations



- 独特配方 Unique Formulation

魔術絲清透防护乳采用独家研发的配方，融合了多种天然植物提取物，有助于舒缓肌肤并增强肌肤屏障功能。

The Magic Silk Lightweight Protective Lotion uses an exclusively developed formula, combining multiple natural plant extracts to help soothe the skin and enhance its barrier function.

- 轻薄质地 Lightweight Texture

产品具有轻薄的质地，易于涂抹并快速吸收，不会给肌肤带来厚重感，适合日常使用。

The product has a lightweight texture, making it easy to apply and quickly absorb without leaving a heavy feeling on the skin, making it suitable for daily use.

- 持久防护 Long-lasting Protection

通过先进的技术创新，魔術絲清透防护乳能在肌肤表面形成一层持久的保护膜，有效阻挡外界环境对肌肤的伤害。

Through advanced technological innovations, the Magic Silk Lightweight Protective Lotion can form a long-lasting protective film on the skin's surface, effectively shielding it from environmental damage.

市场需求及消费者反馈情况 Market Demand and Consumer Feedback

市场需求 Market Demand

随着消费者对护肤品质量和安全性的要求越来越高，对于具有高效防护和舒缓功效的护肤品需求不断增长。

As consumers place increasing importance on the quality and safety of skincare products, the demand for products with effective protective and soothing benefits continues to rise.

消费者反馈 Consumer Feedback

根据市场调研数据显示，消费者对魔术丝清透防护乳的使用效果给予了高度评价，认为其使用后肌肤感觉清爽、舒适，且长时间保持水润状态。

According to market research data, consumers have given highly positive evaluations of the Magic Silk Lightweight Protective Lotion, noting that it leaves the skin feeling refreshed, comfortable, and hydrated for an extended period after use.

未来发展趋势预测

Future Development Trend Forecast



绿色环保 green and environmentally friendly

未来，环保将成为护肤品行业的重要发展趋势。魔术丝清透防护乳将积极采用环保包装和可持续原料，以降低对环境的影响。

In the future, environmental protection will become an important development trend in the skincare industry. Magic Silk Lightweight Protective Lotion will actively adopt eco-friendly packaging and sustainable ingredients to reduce its impact on the environment.

拓展市场 expand the market

随着品牌知名度和美誉度的提升，魔术丝清透防护乳有望进一步拓展国内外市场，成为更多消费者的首选护肤品。

As the brand's awareness and reputation increase, Magic Silk Lightweight Protective Lotion is expected to further expand its domestic and international markets, becoming the preferred skincare choice for more consumers.

持续创新 continuous innovation

随着科技的不断进步和消费者需求的日益多样化，魔术丝清透防护乳将继续致力于产品研发和创新，以满足更多消费者的个性化需求。

With continuous technological advancements and the increasingly diverse needs of consumers, Magic Silk Lightweight Protective Lotion will continue to focus on product research and innovation to meet the personalized needs of more consumers.

THANKS

感谢观看

