Title: Natural Product used as Skin Protectant

Invention: The present invention is a new use for an existing, FDA approved, natural product to protect the skin from the harmful effects of UV radiation. The natural product activates NRF2, a transcription factor that orchestrates photoprotective responses in the skin.

Background: The worldwide increase of skin cancer has led to greater awareness of skin health and has placed demand on the global skin care market to produce an effective alternative to the sunscreens and SPF-protective cosmetics currently available. A natural skin-protective product could fill this demand if the alternative improved both health and appearance with regular use.

Applications:

• Alternative or supplement to traditional skin protection

Advantages:

• Natural
• FDA approved
• Been in use for hundreds of years, primarily in food, with little to no threat to human health
• Employs a mechanism that can be combined with normal sunscreen use
• Effective with regular use or application
• Does not require situational application like sunscreen

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