

Sun Protection — Home Protocol

Three sun products, their measured SPF and UVA figures, and the filter differences that decide which one you want.

Who this is for: everyone, in a country where the UV index sits above 11 for much of the year.

What these products are: registered sunscreens with measured SPF and PA ratings. The numbers below are from the manufacturer's test reports, not from the marketing.

Worth knowing: the highest number is not automatically the right choice. Filter load, fragrance and finish differ, and one of the three contains an ingredient some people specifically avoid.

The three options, and the counter-intuitive part

The product with **more** total filter rates **lower**. That is not an error — it is a different filter system, and it is the clearest illustration of why filter choice matters more than filter quantity.

ULTRA SHIELD SUN CREAM · SPF 50+ PA++++ · AED 250

Six UV filters, 17.10% total · fragrance-free

The highest rating in the range and the default recommendation. Six filters at a combined **17.10%**, plus **butyloctyl salicylate 5.00%** which spreads them evenly.

It also carries **niacinamide 2.00%** and **adenosine 0.04%** in its base — the same two functional actives as the anti-wrinkle range.

Fragrance-free, which makes it the right choice for reactive skin.

MULTI SUN CREAM · SPF 40 PA++ · AED 210

Four UV filters, 18.50% total · fragranced

More filter by weight than Ultra Shield, and a lower rating — because **octinoxate at 7.50%** makes up most of it, and octinoxate is a weaker UVA filter. Hence PA++ rather than PA++++.

If you avoid octinoxate, for reef or personal reasons, this is the one to skip.

Fragranced at **0.25%** with five declared allergens.

INTENSIVE BLEMISH BALM CREAM · SPF 30 PA++ · AED 250

Three UV filters, 19.70% total · tinted

The highest filter load of the three and the lowest rating, from only three filters. It is a tinted balm first and a sunscreen second.

It carries **arbutin at 2.00%** and **adenosine 0.04%**, so it holds both a whitening and an anti-wrinkle registration alongside the SPF.

Because it is arbutin-based it carries the mandatory Korean precaution for that ingredient — check the carton.

Using it properly

1. **Enough is more than you think.** Roughly two fingers' length for face and neck. Under-application is the reason most people get less protection than the label promises.
2. **Reapply every two hours outdoors**, and after swimming or heavy sweating. No sunscreen lasts a UAE afternoon.
3. **Do not forget the edges.** Ears, hairline, the part in your hair, the back of the neck, the tops of the feet.
4. **Layering does not add up.** SPF 30 over SPF 50 gives you roughly SPF 50 in the places you covered well, not 80.
5. **Shade and clothing outrank product.** Between 10 am and 4 pm, a hat does more than a reapplication.

After sun

If skin is hot and tight

INTENSIVE HYDRO SOOTHING CREAM AED 290 · **SOOTHING BOMB SEA ALGAE MASK** AED 36

The Hydro Soothing Cream is **21.7%** humectants with no heavy occlusives, and its manufacturer study records a 1 °C drop in skin temperature at twenty minutes. The sheet mask is the cheap version of the same idea.

If skin is actually burned

A burn is an injury. Cool it, keep it covered, and if it blisters or covers a large area, see a doctor. No cosmetic is the right answer to a blistering burn.

What is actually in these products

Filter systems and functional actives, from the manufacturer's formulas and test reports.

INGREDIENT	WHERE IT IS, AND HOW MUCH	WORTH KNOWING
Ultra Shield filters	Six filters, 17.10% · SPF 50+ PA++++	The best UVA rating of the three, on the least filter
Multi Sun filters	Four filters, 18.50% · SPF 40 PA++	More filter, lower rating
Octinoxate	Multi Sun 7.50% · none in Ultra Shield	The reason for the PA++ rating, and the reason some people avoid it
Blemish Balm filters	Three filters, 19.70% · SPF 30 PA++	Highest load, lowest rating. A tinted balm first
Niacinamide	Ultra Shield 2.00%	A functional active inside a sunscreen
Adenosine	Ultra Shield and Blemish Balm 0.04%	The registered anti-wrinkle active
Arbutin	Blemish Balm 2.00%	Carries the mandatory Korean arbutin precaution
Fragrance	Multi Sun 0.25% , five declared allergens · Ultra Shield none	Ultra Shield is the fragrance-free option

Sets

DAILY PROTECTION	PRICE
ULTRA SHIELD SUN CREAM SPF 50+ PA++++	250
Total	AED 250

PROTECTION AND REPAIR	PRICE
ULTRA SHIELD SUN CREAM SPF 50+ PA++++	250
INTENSIVE HYDRO SOOTHING CREAM · 50 g	290
MULTI VITA RADIANCE SERUM · 30 ml	330
Total	AED 870

Prices include VAT. Orders over AED 1,000 ship free within the UAE.

What to expect, honestly: sunscreen is the single highest-value thing in any routine in this climate, and it is the one step where the evidence is not in dispute. Applied properly and often enough, it does more for tone, marks and long-term ageing than everything else on our shelves combined. Orders over AED 1,000 ship free within the UAE.

GENOSYS Middle East FZ-LLC · official UAE distributor of GENOSYS Korean dermacosmetics since 2019 · genosys.ae
Concentrations quoted are from the manufacturer's signed formulas and certificates of analysis. Revised August 2026.