

ROKA
FURA
DADA



BUSINESS PLAN 2024

PERSONAL CARE



FOCUS ITEM

ROKA SMART UV® PVB 360

First UV photoadaptive solar active on the market. Patented, photoactivated technology that absorbs UVB radiation (290-320 nm) and, through a photochemical transformation that occurs when exposed to sunlight, it becomes a UVA active (320-400 nm).

TOOLS:

PRESENTATIONS

- Presentation Roka Smart UV - PvB 360 - Nov. 23 EN
- 20230505_30 MED irradiation_v03-FINAL 6 hours irradiation study
- Compatibility_ PvB 360 with EHMC
- Formula SPF 30 Sunscreen - Exp-PVO2-FOR-031-087_v03 efficacy test formula
- Formulation Guidelines PvB360_PT

PROTOTYPES

- Block Booster UVA Cod SKC 1.031123.ctd
- Photoadaptive Serum for Sensitive Skin Code SKC 1.241023.ctd
- SPF 30 Photoadaptive for Sensitive Skin Code SUN 2.241023.ctd

SALES TEAM FOCUS

INNOVATION visits with the business development area