

Empfingen, 8th November 2010

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## **HelioVital – one of the “Silent Stars” at special exhibition in Bremen**

**Trendsetting technical sunscreen gives new impulses for „sunny“ products.**

The exciting staged special exhibition called: “Silent Stars - extreme materials in extreme applications” at the Wilhelm Wagenfeld House in Bremen, Germany, exceed thus high interest at experts and general public all expectations.

The exhibitions depict more than 100 revolutionary beneficial materials with prominent features titled as “Silent Stars”. These materials rendered design and operation of successful products, for high-tech industrial to private daily use.

“This is no exhibition of designs. We stage innovative materials offering a real benefit to our society and economy, which have made to the market, into center of this exhibition” told design professor and director of the Institute of Integrated Design (:i/i/d), who designed and put the exhibition into action on behalf of the WFB Wirtschaftsförderung Bremen GmbH, which is responsible for Bremen economic development. “We will show how significant new materials chanced our life and offered undreamed-of possibilities within the last twenty years.”

Innovations of materials with special features are obligatory, because human body is weak and sensitive. In the evolutionary-biological way the humans couldn't meet the increasing needs and wishes of modern and pursuing society and the increasing environmental living conditions, any more.

The HelioVital filter films are presented as such sustainable and beneficial innovative material, which make life better and safer. The flexible applicable HelioVital filter films are characterized by outstanding material property. The filter absorb exact the harmful rays from complete spectrum of sunlight, which are responsible for sunburn, allergic reaction, skin cancer, premature skin aging, increased production of free radicals und nasty sweating.

“The filter films were primary developed as niche products to help persons who are very sensitive to the sun and couldn't enjoy vital sunlight free of symptoms and side-effects while using typical sunscreen products.”, so Klaus Lang CEO of LANG Industrieservice GmbH and developer of HelioVital. “Now, everybody for all ages and types of skin, benefits from high efficient effectiveness and suitability for everyday use. The dream of sunbathing without risks or side effects and enjoying the healthy and vitalizing power of the sun to vitalize is coming true. The worldwide epidemic increasing of skin cancer and allergic reaction on one side and the increase of chronicle and mental diseases, which are in close correlation to lack of sun on the other hand, shows that there is a great demand of alternative system to regulate the sunlight in a beneficial and compatible way, without the risks to hazard of health and ecosystem by ingredients.”

“We are honored to be a selected ‘Silent Star’ and want to give new impulses to enable more innovative Products of application, which makes staying in the sun more comfortable and safe. This honor is also an obligation to expedite our research to use the curative and regulating qualities of the sun to treat skin diseases like Atopic Dermatitis, Psoriasis or Vitiligo, without known side-effects and risks”, emphasize Klaus Lang.

*Interest person can visit this unique special exhibition:*

“Silent Stars - extreme materials in extreme applications”

„Stille Stars - extreme Materialien in extremen Anwendungen“

From: October 29, 2010 to February 27, 2011

Opening hours: Tuesday 03 – 09 p.m., Wednesday to Sunday 10 a.m. – 6 p.m.

Guided tour: Sunday at 1 p.m. and if advance notification

Place: Wilhelm Wagenfeld Haus, Am Wall 209, 28203 Bremen

Telephone: +49-421-33 88 112, Fax: +49-421-33 88 110

You'll find more information in the internet:

- To exhibition at Wilhelm Wagenfeld Haus at: [www.wwh-bremen.de](http://www.wwh-bremen.de)
- To all exhibits at: [www.stille-stars.info](http://www.stille-stars.info)
- About the i/i/d Institute of Integrated Design Bremen at: [www.iidbremen.de](http://www.iidbremen.de)
- About HelioVital filter films at: [www.heliovital.com](http://www.heliovital.com)

# Press Release

## Attachment press photos:

The usage of the press photos is only permitted to report about this project.

If you need photos at high resolution, please contact us.

Photos show view into the exhibition "Silent Stars - extreme materials in extreme applications"

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