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SHOPPING

I'm a beauty editor and Simple's Invisible UV Fluid SPF50 is my new summer must-have

I tested Simple's new high-tech sunscreen – and the results blew me away.



BY FIONA EMBLETON

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July used to mark the annual ‘sunscreen safari’, where I’d stalk the aisles for an SPF with a Goldilocks just-right level of glow. Simple’s Invisible UV Fluid SPF50, a new [SPF for the face](#), changed all that. So this year, there won’t be any cries of “This one’s too greasy!”, “This one’s too chalky!” or “This one makes me smell like a Pina Colada!”.

I was one of the first beauty editors to receive a lab sample of this [SPF](#) back in May. The unveiling of a new sunscreen typically goes like this: beauty editors are invited to a presentation, where the science behind the formula is explained. They dutifully apply a pea-sized drop to the back of their hands, cautiously sniff it and take the sample back to the office.

