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For Immediate Release

IT'S NOT CANCER HYPE, IT'S A FACT

Sun Protection Zone-Helping Create Much Needed Awareness, for Our Skin's Sake
Cypress, CA - We're hearing it more and more. Health professionals, news reporters and educators everywhere are further discussing skin cancer and the importance of covering ourselves up with the necessary protection from the sun's harmful rays. Western culture has adapted to heat by simply wearing fewer clothes. As this trend has become more popular, the occurrence of skin cancer amongst Americans has also become more prevalent. With all of the occurring risks and warnings, consumers are beginning to turn away from this trend. The simple fact is that wearing sunscreen is not enough.

Combating any type of cancer is never easy for anyone involved. Unfortunately when it comes to skin cancer, it is usually a matter of life or death. As founder and CEO of Sun Protection Zone, Chip Carter says, "It's really great to see the heightened awareness of the importance of sun protection. Life is so valuable, and I believe it is necessary to take any and every precaution necessary to keep us living healthy and safe."

Sun Protection Zone.com is committed to keeping consumers sun safe while they enjoy their normal outdoor activities. It is said that an estimated 80 percent of our lifetime sun exposure and damage occurs before the age of 18. This makes it very important to protect our children from excessive exposure to UV radiation. Wearing more clothing is a change that needs to be made to fight this plague that we have found ourselves amongst, for our skin's sake and for the sake of our children's skin. Though most clothing has a total UPF and SPF, the quality of sun protection one might receive is not enough. People are exposed to the sun the most in the summer when they are enjoying their normal outdoor and water activities. It is important to remember that when clothing is in contact with water it loses its total ability to protect us from the sun. Through research and the use of technology, Sun Protection Zone's swimsuits are water repellent and therefore never lose their ability to protect the skin.

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