

CONTACT INFORMATION

For Immediate Release

BrandDNA, Inc.
Dan Meyers/ 323.465.5909
dmeyers@branddnainc.com

SUN PROTECTION ZONE IS NOT ANTI-SUN, JUST ANTI-SKIN CANCER

Medical research has proven that regular clothing and swimsuits are not enough protection

Cypress, Ca-With the summer sun approaching, it's important to shield our children from its harmful rays. Sun Protection Zone has announced the release of their new youth line of short sleeve rash guards that are among the top UV protection in clothing available. The new products can be purchased online at www.sunprotectionzone.com, at many Rite-Aid and Longs Drugs stores and at Marriott Resort locations. SPZ has included 12 new styles for both boys and girls, and is continuously keeping children safe from dangerous sunburns with trendy styles and colorful print designs.

It's a fact that 1-in-5 Americans develop some form of skin cancer in their lifetime; this is largely attributed to unprotected sun exposure. Avoiding excessive exposure to UV radiation is the most important preventable measure parents and children need to take in-order to successfully combat skin cancer. Children love to participate in outdoor activities with their children. Now parents are becoming increasingly aware of the dangers of skin cancer, and are looking for answers and solutions. A viable solution is Sun Protection Zone's total protection products. The new stylish Rash Guards are designed with fabric that provide the textile equivalent of SPF 100 sunscreen – in relation to a plain white t-shirt is on average only equivalent to SPF 7. SPZ makes it easy to have fun in the sun, without having to always worry about having to reapply sunscreen.

"We're very excited about our new releases. Our UV-protective clothing has had amazing feedback from physicians, parents and their children," says Chip Carter, CEO of Sun Protection Zone. "We want families to have an enjoyable summer, but to be safe in the process."

About Sun Protection Zone: Sun Protection Zone is one of the leading innovators in sun protection apparel with multiple lines of 100% UVA & UVB maximum protection apparel enabling active adults and children clothing choices for all of their outdoor activities. For more information on Sun Protection and its products, please visit www.sunprotectionzone.com

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