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For Immediate Release

A NECESSARY ACCESSORY TO AVOID UNNECESSARY SKIN DAMAGE

SolarSafe™ Makes Appearance on The Early Show as Innovative Sun Exposure Monitoring Wristband

Cypress, CA - Conventional wisdom has it that applying sunscreen before prolonged sun exposure is an absolute must for parents and their children. This, however, has proven to be half the job. Knowing when to reapply sunscreen to avoid sunburn has never been an easy task. People do not want to worry about remembering to keep putting on sunscreen while enjoying their outdoor activities. Sun Protection Zone carries a product, SolarSafe™ wristbands, which relieves this unnecessary stress and notifies the user exactly when to lather up or when to seek shade. Steve Greenberg, author of *Gadget Nation*, spoke further about the protection provided by these unique sun and waterproof wristbands' and how they have helped eliminate the concern of sunburn and the hassle of sunscreen reapplications on CBS *The Early Show*. With SolarSafe™ on, families can focus on more important matters such as having fun in the sun.

The simple design of SolarSafe™ wristbands make it easy for the user to just put the wristband on, apply sunscreen regularly to the body and to the wristband itself, and go about their regular activities outdoors. After the first application of sunscreen, the wristband will monitor the UV rays and when another dose of sunscreen is needed by going through a process of three color changes, all indicating that they need further protection to avoid sun damage. SolarSafe™ wristbands also withstand chlorine and salt water, making sure that people will be able to engage in any outdoor activity and still have the capability of knowing when their skin needs protection from the harmful UVA and UVB rays that the sun emits.

Making sunscreen reapplications as simple as possible is extremely important for the public. The majority of people do not understand that extensive sun exposure can lead to lifetime skin problems, such as Melanoma. "SolarSafe™ wristbands have an effective design that allow for people to be out in the sun and enjoy themselves," says Chip Carter, CEO of Sun Protection Zone. "Dermatologists recommend re-application of sunscreen every two hours, and the SolarSafe wrist monitor acts as a visible reminder that it's time to reapply. To assure you are receiving the protection indicated by the SPF rating, use approximately one ounce for each full body application."

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