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For Immediate Release

INNOVATIVE SUNWEAR APPAREL OFFERS BUILT-IN SIMPLICITY

Sun Protection Zone—Makes skin protection simple, easy, and totally effective

Cypress, CA- Most children’s rash guards that are available are short sleeved, requiring sunscreen applications to the lower parts of their arms on a regular basis. These frequent applications to the lower arms take time away from fun in the sun, are troublesome for parents who have to wrangle their children, and are annoying for children who have to wait for the sunscreen to dry in order to continue playing in the water. Sun Protection Zone has solved the problem of frequent applications of sunscreen with their new long sleeve rash guards and boy suits that fully cover and protect children from the sun. These UPF 50+ long sleeve rash guards and body suits allow for children to be out in the sun, for any length of time, and have their entire body protected.

Sun Protection Zone’s innovative design goes beyond the long sleeve. They have also made it easier for parents who still have children in diapers by including diaper snaps into their products for younger children, making the changing process hassle-free. Sunskinz™ rash guards and body suits are also affordable. Compared to the \$1.00 spent per ounce of sunscreen that parents are currently investing in, Sun Protection Zone has created a cost-effective design that eliminates extra expenditures. There is no need to buy expensive sunscreen anymore when children can be protected all day in their SunSkinz™ UV protection suits.

Simplicity has become a trademark for people when it comes to taking the time for preventative sun measures. The more time it takes for someone to apply sunscreen and wait for it to dry to get involved in their outdoor activities, the less likely they are to do so. It has become a quickness game where people are more concerned with cutting corners, rather than recognizing the harmful effects that UV rays can have on the skin if the necessary preventative measures are not taken.

“Having fun outdoors should not be something that people hassle over, which is why our UV-protection sun wear has made it easier for people to enjoy the sunshine,” says Chip Carter, CEO of Sun Protection Zone. “We want eliminate problems that come from excessive sun exposure while making sure that people are able to have fun in the process.”

It is a fact that skin cancer is the most common form of cancer in the United States, with more than one million cases diagnosed annually, and that more than 90% of these are caused by unprotected sun exposure. Avoiding excessive exposure to the sun is an idea that most people need to take more into consideration and, if all else fails; they need to invest in some form of sun protection to avoid skin damage.

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