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For Immediate Release

Sun Protection Zone Announces Rayosan[®] Fabric Treatment for SunSkinz[™] Apparel

Cypress, CA – Sun Protection Zone, the complete source for innovative personal care sun safety products, announces the addition of Rayosan Fabric treatment to its Sun Skinz[™] brand of children’s trendy UV protective clothing. Sun Protection Zone offers a variety of UVA and UVB protective clothing for children and adults of all ages. While the Sun Protection Zone line currently exceeds a 50+UPF/100 SPF protection value, the addition of Clariant Intl.’s Rayosan[®] PES liquid adds an extra 44-48 UPF value. This innovative fabric assures maximum broad-spectrum protection either wet or dry.

Rayosan[®] is a coating that, when applied to fabric, acts as a mirror deflecting UVA and UVB rays. This deflective quality strengthens fabric’s ability to block harmful UV rays for the skin without altering the color, resilience, or lightweight breathability.

According to the Skin Cancer Foundation, “Clothes can protect your skin against the sun’s harmful ultraviolet (UV) rays. But not all clothing is created equal.” The Skin Cancer Foundation urges consumers to “consider new fabrics that have been specially treated with chemical UV absorbers, known as colorless dyes”. Sun Protection Zone is thrilled to step ahead of current sun guard apparel and take their sun protective fabric to the next level.

“The Sun Skinz apparel offers specialty retailers and mass merchandisers assurance that they can provide consumers with products offering the maximum sun protection available on the market today,” states Chip Carter, CEO of the Sun Protection Zone.



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

About Clariant: Clariant is a global leader in specialty chemicals. Headquartered in Switzerland, Clariant’s reach extends across five continents. Clariant is organized into four divisions: Textile, Leather & Paper Chemicals, Pigments & Additives, Functional Chemicals and Master batches. Clariant’s expertise ranges from luxury goods pigmentation to vibrant colors, to less-visible additives that strengthen or enhance industrial and consumer goods. For more information about Rayosan and its benefits to enhance fabrics for sun safety visit www.clariant.com .