



For Immediate Release.

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### **SUN PROTECTION ZONE WEBSITE IS THE ONE-STOP SHOP FOR SUN WORSHIPERS**

New website educates and offers great prices on designer UV Sun Safety Apparel.

LOS ANGELES, CA, August 09, 2009 -- Sun Protection Zone™ has launched an all-encompassing one-stop shop for sun safety gear. The first ever website of its kind, [www.sunprotectionzone.com](http://www.sunprotectionzone.com) provides educational information and sun protection solutions for the whole family. In addition to information on the risk of sun damage and protection from UV rays, customers can visit the website's online kiosk and purchase items designed to offer maximum protection against harmful sun damage. All of the products have been tested and are recommended by dermatologists

Items available on [sunprotectionzone.com](http://sunprotectionzone.com) include the popular 'Skinz' brands available for men, women, and children. These shirts offer 100% UV protection from harmful UVA and UVB rays. DuckSkinz™ cater to men and women and are tightly woven with proprietary high-density yarn, which gives the textile the equivalent of 100 SPF sunscreen rated protection. Available in both long and short sleeve styles, the four-way stretch fabric is water repellant, provides comfort, and dries quickly. DuckSkinz™ is the perfect apparel choice for the man or woman who loves the outdoors but don't want to get wet.

SunSkinz shirts, shorts, and suits are tailored specifically for children. SunSkinz™ offer the same durability as DuckSkinz™, and are also available in both long and short sleeve styles. These water resistant shirts allow children to get wet while staying protected from sun damage. Like DuckSkinz™, SunSkinz provide 100% UVA and UVB protection and dry quickly.

Protecting the face from sun exposure is critical for men, women, and children who enjoy being outdoors. In addition to Water Repellent DuckSkinz™, Vintage ClassicSkinz™ and Children's SunSkinz™ Apparel, Sun Protection Zone™ has developed a Legionnaire Hat that is fully adjustable and can be used any time or anywhere there's exposure to damaging UV rays. The Legionnaire Hat comes in a variety of trendy colors and offers maximum exposure from ear to ear.

Sunprotectionzone.com offers children's sunshades from MFS Eyewear® that provides 100% protection from UVA and UVB rays. These sunglasses have an adjustable band that is comfortable for babies, toddlers, and even young children to wear. The shades even float in the water and are shatterproof. With many styles and colors, MFS Eyewear® sunshades keep eyes safe from the sun and offer a touch of style for the child on the go. Keeping sunscreen thoroughly applied is another priority for those exposed to the sun. Sunprotectionzone.com offers the SolarSafe™ Monitoring wristband, which monitors the amount of sunscreen on the skin via its three levels of color change, indicating when sunscreen levels are low, and lotion needs to be reapplied.

Undoubtedly, the most popular item on the website is the New Total Sun Protection Bundle for children. This bundle, packaged on an adorable cutout of a little girl or boy includes the one-piece SunSkinz suit, children's Legionnaire Hat, MFS Eyewear® Shades, Seven SolarSafe™ monitoring wristbands, and the children's book Franny and Freddy Get Fried. The \$50.00 bundled price for the full package is considerably less than purchasing each item separately, and it makes a great gift.

Sun Protection Zone™ believes that sun safety education should begin at an early age, and with every purchase over \$50.00 customers will receive a copy of Franny and Freddy Get Fried, compliments of the American Melanoma Foundation. This fully illustrated book teaches children the importance of sun safety in hopes of preventing melanoma and other sun related conditions later in life.

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