

NEWS RELEASE

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Rays of reason shine in Badger's 'SLOW Sun' movement

Natural sunscreen leader advocates for holistic and common sense approach to sun protection

GILSUM, N.H. (June 10, 2013) – W.S. Badger Company, leading maker of natural and organic personal care products, introduces the [SLOW Sun movement](#), designed to make time in the sun fun and simple again.

The SLOW Sun movement – inspired by the SLOW Food movement, which was founded to encourage families to slow down and enjoy real meals together again – encourages people to slow down and take a more wholesome and positive approach to sun protection. SLOW Sun suggests that we complement proper sunscreen use with timeless cultural practices such as wearing protective clothing and taking time for a restful siesta under a shady tree during the peak hours of the sun. As a pioneer and long time category leader in natural and organic sunscreens, Badger intends to increase the public's awareness beyond sunscreen.

"We believe that true sun protection requires a more mindful and holistic approach that doesn't rely upon quick chemical fixes or high SPF products that mislead people to believe they're safe regardless of the conditions," said Rebecca Hamilton, Badger's director of product development. "The best approach to sun safety involves a respect for the power of the sun and using common sense. This is what SLOW Sun teaches us."

The SLOW Sun movement is rooted in six simple principles:

#1 **Be mindful:** Know your limits and practice moderation in the sun.

#2 **Practice simplicity:** Sometimes the simplest solution is to wear a wide-brimmed hat and other protective clothing.

#3 **Seek shade:** Especially during the peak sun hours of 10-2. Think Siesta!

#4 **Choose wholesome solutions:** Choose organic or natural mineral-based (zinc oxide or titanium dioxide) sunscreens with antioxidant ingredients that protect and benefit skin. Avoid sunscreens with questionable chemicals like oxybenzone.

#5 **Apply enough sunscreen:** Take ample time to apply your sunscreen right: at least two tablespoons to cover your body thoroughly. Under-application of even the safest sunscreen will drastically reduce your level of protection.

SLOW Sun Principles

Be mindful

Practice simplicity

Seek shade

Apply enough sunscreen

Choose wholesome solutions

Protect yourself and our planet



SLOW Sun Badger takes a siesta.

#6 Protect yourself and our planet: Choose protection measures that are sustainable and biodegradable or reef safe. Even the smallest choices you make have a big impact on the world we live in.



Clara, the official spokesbadger for SLOW sun, astutely summarizes the SLOW Sun philosophy: “Go slow. Be mindful.” Clara says, “If we are more conscious in our choices we can appreciate the incredible gift of sun without causing harm. SLOW Sun is not just about sunscreens, it’s about a more holistic approach to respectful sun worship.”

Badger’s launch of its SLOW Sun movement coincides with the Environmental Working Group [2013 Guide to Sunscreens](#), which tested more than 1,400 products and was released last month. All 13 of Badger’s sunscreens were rated among the safest and most effective of sunscreens on the market today. The EWG’s Sunscreen Guide reports on the latest sun safety research. Only 184 products met the nonprofit’s [criteria](#) for safe and effective beach and sport sunscreens.

Badger award-winning sunscreens have consistently received positive ratings each year since the EWG’s inaugural report in 2007. Badger’s new Daily Broad Spectrum SPF 30 Sunscreen Lotions align with Slow Sun principles. Formulated from food-based ingredients, Badger’s Sunscreen Lotions protect with naturally effective, non-nano zinc oxide in a light, gentle lotion with a non-greasy, matte finish. Badger’s Sunscreen Lotions are 100% certified Natural (Natural Products Association) and 86% certified Organic (NSF ANSI 305), and are hypoallergenic, non-comedogenic and Cruelty Free. Formulated for adults, children and babies, each 4-ounce tube retails for \$17.99 and is sold at leading retailers nationwide.

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[W.S. Badger Co. Inc.](#) has produced quality, all-natural and certified organic body care products since 1995. Badger aims to protect, soothe and heal with ingredients safe for all. Family-owned and run, Badger was born when Badger Bill, a carpenter at the time, discovered a recipe of natural ingredients strong enough to soothe his rough, dry and cracked hands. Badger produces almost all of its products in Gilsum, N.H. Badger has been awarded [B Corp](#) Certification, after demonstrating its hard work to create a healthy business with ethical and charitable principles.

Recommended Resources on Safe Sun Practices:

[EWG 2013 Sunscreen Guide](#)

[The Center for Disease Control and Prevention](#)