

For Immediate Release

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Blazing Sunscreens

Customers get burned by sunscreen marketing hype.

GILSUM, NH; March 1, 2011 – The Environmental Working Group (EWG)'s 2010 Sunscreen Guide and the Connecticut Attorney General have called the current unregulated US sunscreen market the “marketing Wild West”, in which “sunscreen makers can make claims that are unproven and untrue”. This statement was prompted by the lack of FDA regulation, and the fact that the FDA set forth to create a sunscreen safety standard in 1978, but still has not finalized it. As of right now, there is no sheriff to separate the good from the bad and the ugly.

For the average customer, the lack of regulation leads to confusion. Sunscreen makers can exaggerate SPF numbers, and make claims regarding UVA protection (whether or not their product provides it), and their customers may pay the price. There is little to distinguish marketing hype from product benefits.

While the EWG, a consumer watchdog group, does well at informing consumers and inspiring them to learn more, it's really a showdown between sunscreen and consumer. It is up to consumers to arm themselves with knowledge, and use their buying power to send a clear message to sunscreen makers. Until the FDA steps up to the challenge of regulating these varmints as sheriff, consumers should call upon sunscreen manufacturers to self-regulate, be transparent, and back up claims with third-party testing and certifications. Self-regulation is a necessity when it comes to sun safety claims, to avoid burning the consumer.

In the Sunscreen Wild West, there's a new good guy riding into town.

W.S. Badger, whose sunscreens were among the few recommended by the EWG in 2010 as both safe and effective, is raising the bar even higher by backing all claims by independent testing, and adhering to strict European, Australian and Japanese regulations. For every claim made, Badger has third-party testing and/or certifications in place, meaning that every claim can be substantiated. This is an unusual level of clarity for the personal care industry.

The certification and testing consumers can expect to see on Badger's reformulated sunscreens include Non-Nano Zinc Oxide (backed by independent lab testing); Superior UVA Protection (adhering to European and Japanese standards); and Certified Natural by the Natural Products Association. Rebecca Hamilton, Badger's Director of Product Development, says that consumers can expect to see certified “Contains Organic Ingredients” by NSF/ANSI 305 (At least 70% Organic Ingredients), and a biodegradable claim in the near future, as soon as the test results are returned.

The W.S. Badger Company is at the forefront of the natural sunscreen movement, and makes a full line of safe, mineral sunscreens for the whole family. The Badger sunscreen line includes **SPF30+ Lightly Scented, SPF30+ Unscented, SPF30+ Baby Sunscreen, SPF30+ Sunscreen and Anti-Bug Repellent, SPF30+ All-Season Face Stick, SPF15 Lightly Scented, and SPF15 Unscented Lip Balm Stick**. All of Badger sunscreens use Zinc Oxide for protection, in a base of certified organic ingredients. Please visit badgerbalm.com for more information.

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