

Jentri Provenzano, Marketing Manager
W.S. Badger Company
jentrip@badgerbalm.com
800-603-6100 x28
www.badgerbalm.com

Three Easy Steps to a Sunscreen That Protects

A handy guide to choosing the safest sunscreen.

GILSUM, NH; March 1, 2011 – For many people, choosing a sunscreen can seem just as hazardous as sun exposure. In 2010, a scientific study released by the Environmental Working Group (EWG) revealed sunscreen manufacturer’s exaggerated UVA claims, as well as “red-flagged” sunscreen ingredients, leaving consumers to wonder: how protected are we, and what are the potential long-term health hazards?

With all of the information available, how does one choose the safest sunscreen? It’s easier than it may seem. Choosing a sunscreen can be as simple as following these three easy steps.

Step one – Look for a sunscreen that uses a **mineral** as an active ingredient, like **zinc oxide**. Mineral sunscreens, also known as physical barrier sunscreens, provide broad-spectrum UVA and UVB protection by deflecting the sun’s rays before they reach the body. Sunscreens with chemicals as the active ingredient are absorbed in to the body through the skin, and can be harmful to humans, as well as oceans, and marine life.

Step two – Look for third-party certifications in lieu of flashy marketing claims. For “all-natural” claims, look for the Natural Product Association’s **Certified Natural** seal, or **NSF/ANSI 305** which certifies organic ingredient content. In the US, there is no regulation regarding UVA protection claims, however reputable companies are turning to regulatory systems from the EU, Japan and Australia to back their claims. Look for the **Boot’s Star Rating** from Europe, or the **PA Rating** from Japan. Both can substantiate claims of UVA protection.

Step three – Look at the list of inactive ingredients to see what else the product contains. Truly natural sunscreens, like Badger’s, have an inactive ingredient list of **organic plant oils, butters, and waxes**, which provide a moisturizing base, and help to protect skin from wind, water, sand and sun. Customers should be able to recognize and pronounce the ingredients in their sunscreen.

What else can one look for?

Water Resistance is a claim that should only be made if the product has been tested by a third-party laboratory. Water resistance is not a guarantee, so sunscreen should be applied liberally and reapplied often. **Biodegradable** means that it is safe for oceans and marine life – another good indication that it is good for humans, too!

Remember, **sunscreens are not effective unless they have been applied properly**. Always follow recommended application amounts, and reapply frequently – especially if sun exposure happens between 10am and 2pm.

Badger 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 in a base of certified organic ingredients.