



PRESS RELEASE

For Immediate Release

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“Reef Safe” Sunscreen Earns Prominent Endorsement **American Lifeguard Association endorses Beach Buff® product line for combining environmental sensitivity with skin protection**

VIENNA, VA (August 10, 2009) – The American Lifeguard Association (ALA), which represents more than 10,000 active lifeguards across North America, announced today that it has granted its official endorsement to the Beach Buff® “Reef Safe” line of sunscreens. The products will now be allowed to display the ALA logo, and to use the ALA endorsement in its marketing campaigns.

Introduced in July 2009 by Ormond Beach, Fla.-based Tropical Seas, Inc., Beach Buff “Reef Safe” sunscreens are specially formulated to biodegrade in ocean water, eliminating the toxic runoff that leads to sunscreen-induced bleaching of the world’s coral reefs.

“We are extremely impressed by the Beach Buff sunscreens, both for their top-notch skin protection and for their environmental sustainability,” said B.J. Fisher, Director of Health & Safety for the ALA. “We encourage all of our lifeguards, as well as the general public, to use these sunscreens whenever they plan to swim in the oceans.”

“The ALA’s endorsement is further confirmation that we’ve done the right thing in creating ‘reef safe’ products,” said Dan Knorr, CEO and president of Tropical Seas, Inc. (www.tropicalseas.com). “We take our commitment to environmental responsibility seriously, and we want to make certain that our products will never harm our precious coral reefs and sea life, which are already subject to far too many threats.”

Roughly 4,000 to 6,000 metric tons of toxic sunscreens are estimated to wash off swimmers into the oceans every year, leading to sunscreen-induced bleaching of the world’s coral reefs.

The Beach Buff “Reef Safe” sunscreens were subjected to a comprehensive series of independent laboratory tests to support and authenticate the biodegradability of the lotions. The research found that 99 percent of the material biodegraded in seawater within 60-80 days, while no evidence of toxicity to micro-organisms and other sea life was detected.

No other sunscreen currently on the market can substantiate the “reef safe” claim.

The study also found that Beach Buff’s waterproof formula allows less than 3 percent of the product to come off in the water, which compares favorably to mass market brands that lose up to 29 percent of the product immediately upon entering the water.

“That means our “Reef Safe” lotions not only biodegrade quickly, but very little gets into the oceans to begin with,” said Knorr.

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Beach Buff “Reef Safe” sunscreens are now available in resort locations across the U.S. Sunbelt and throughout the Caribbean islands. Additional distribution both domestically and internationally will be announced shortly. Products can also be ordered online at www.beachbuff.com.

About Tropical Seas, Inc.

Based in Ormond Beach, Florida, privately held Tropical Seas manufactures and distributes a comprehensive line of “reef safe” suncare, bath and body products, indoor and outdoor tanning, kid’s care and first aid remedies. Registered trademarks include Itzazu®, O2 Renew® System, Bimini Bronze indoor tanning, Beach Buff® sun care, Burn Cooler® after-burn relief, Curaped foot care, Tropical Seas® Bath & Body and the recently acquired Native Tan® Sun care brand. Its 18,500-square-foot facility can produce more than 50 million bottles per year on a single shift. In 1991, more than 10.2 million units of SPF 15 and shampoos were produced over a four-month period to supply the United States military during Desert Storm operations. The company is registered as an OTC Drug establishment and is inspected regularly by the FDA and Florida HRS. For more information, visit www.tropicalseas.com and www.itzazukidz.com.

About the American Lifeguard Association

The American Lifeguard Association (ALA) is an Educational Association that represents more than 10,000 active lifeguards across North America and is one of the largest sponsors of Health and Safety training programs in the United States. Since our establishment in 1990 we have issued over 100,000 certifications in health and safety areas. The goal of the ALA is to improve the quality and accessibility of Health and Safety programs to the public. We also support efforts to bring public attention to our environmental movement called "Think blue, too," where it takes the act of personal responsibility to help keep our beaches and waterways cleaner and safer now, and for future generations.