



PRESS RELEASE

For Immediate Release

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“Reef Safe”™ Sunscreens Now Proven Safe in Freshwater, Too Beach Buff® product line spares all environments while protecting your skin

ORMOND BEACH, FL (September 14, 2009) – Earlier this summer, Tropical Seas introduced a line of “reef safe” sunscreens scientifically proven to biodegrade in ocean water, thus protecting fragile ecosystems while protecting your skin. The Beach Buff® “Reef Safe”™ sunscreen line was an immediate hit, and even received an official endorsement from the American Lifeguard Association.

But people also use sunscreens in lakes, rivers, pools, and even around their lawns. Eventually, all of that water finds its way into the oceans. In fact, more than 40 percent of the continental United States drains into the Gulf of Mexico, which then trickles down to Mexico, the Florida Keys and other endangered habitats.

So Tropical Seas founder and CEO Dan Knorr decided to put his sunscreens under the microscope again, to see whether they would biodegrade in freshwater, too.

“Our commitment to environmental sustainability is more than just a corporate slogan,” said Knorr. “I’m a diver, and I’ve seen first-hand how much damage we as humans have done to our reefs. So I want to make absolutely certain that our products never cause harm to our planet, no matter where and when they’re used. That’s why I sent our sunscreens out for another round of testing to determine their reactions in freshwater. Needless to say, I was thrilled with the results.”

A comprehensive series of independent laboratory tests, using the OECD 301D test method, concluded that 99 percent of the Beach Buff sunscreens biodegrade in river and lake water in less than 90 days – just as the lotions do in ocean water. The waterproof formula likewise is non-toxic to freshwater organisms, as it is to sea life.

Once again, no other sunscreen currently on the market can substantiate either the “freshwater safe” or “reef safe” claim.

Truly biodegradable sunscreens address a significant environmental menace. Studies have shown that 4,000 to 6,000 metric tons of toxic sunscreens wash off swimmers into the oceans every year, leading to sunscreen-induced bleaching of up to 10 percent of the world’s coral reefs.

The studies 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.

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“That means our products won’t cause what I call the ‘Valdez Effect’ when you jump into a lake or pool,” said Knorr. “You know, that shiny layer of pond scum that surrounds you as the sunscreen washes off your body? It’s not just gross, it’s toxic.”

The American Lifeguard Association, which represents more than 10,000 active lifeguards across North America, recently granted its official endorsement to the reef safe product line.

“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.”

And now, lifeguards and the public alike can swim in rivers, lakes and pools with the same level of confidence.

Beach Buff “Reef Safe” sunscreens are available in resort locations across the U.S. Sunbelt, Hawaii and throughout the Caribbean islands, and 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.