



ENVIRONMENTAL ALERT

There's Nothing "Green" About the Landfill You Can't Be Eco-Friendly if Your Returns Go to the Dump

ORMOND BEACH, FL (July 10, 2009) – There's an embarrassing secret the big retail chains don't want you to know. Despite their bold claims about "going green" and being environmentally friendly, millions of pounds of unsold sunscreen products end up in landfills each year, the result of over-ordering merchants and indifferent manufacturers.

Here's how it happens: At season's end, retailers clear their shelves of unsold sunscreen products, often tossing them into empty diaper boxes or other containers and shipping them back to the manufacturers for refunds. The manufacturers are required to sort these returns by lot number, re-qualify the packages and then, assuming the products aren't damaged and haven't reached their expiration date, they can ship them back out for re-sale, usually to secondary or international markets.

More often than not, though, the manufacturers avoid the costs and hassles of the re-qualify process and simply send their returns to the landfill. The retailers turn a blind eye to the entire wasteful practice.

Tropical Seas (www.tropicalesas.com) is determined to break this environmentally reckless cycle by attacking the problem from multiple angles.

First, the company recently launched a new line of Beach Buff® "Reef Safe" sunscreens, made with a non-toxic, waterproof formula that is 99 percent biodegradable in seawater within 60-90 days. That's critical, because 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.

Beach Buff sunscreens are the only products currently on the market that can substantiate the "reef safe" claim. Even so-called "natural" products containing titanium dioxide and/or zinc oxides will not biodegrade in any liquid, much less seawater.

"Reef safe" sunscreens are essential not just for beachfront and resort stores that serve customers venturing into the oceans. Even inland stores should stock biodegradable products, since runoff from lawns, lakes and rivers eventually find their way to the oceans, too.

"We're very proud of our new line of sunscreens, because they not only provide outstanding protection from the sun, but they won't damage our fragile reefs or other sea life," said Dan Knorr, CEO and president of Tropical Seas, Inc. "But we're not stopping there in our quest to be truly eco-friendly. Because all our hard work is wasted if the bottles simply wind up in landfills."

Tropical Seas Is True “Green”

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The solution is simple: Tropical Seas has built in an “Eco-Friendly Discount” into every wholesale order. In addition to its already-generous 40 percent trade discount, the company is allotting another 25 percent price cut in lieu of a “Guaranteed Sale” provision. Retailers, therefore, can save money up-front on their orders, while ensuring that Tropical Seas products never end up in our nation’s overflowing landfills.

Tropical Seas can substantiate every environmental claim it makes, having subjected its products to a comprehensive series of independent laboratory tests to authenticate the biodegradability of its lotions. We encourage you to ask our competitors for similar documentation on their claims.

Tropical Seas donates a portion of every sale to the International Fund for Animal Welfare (www.ifaw.org). No animal by-products are used in its products, and it does not perform animal testing of any kind.

About Tropical Seas, Inc.

Based in Ormond Beach, Florida, privately held Tropical Seas manufacturers 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.