



## PRESS RELEASE

For Immediate Release

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### **“Reef Safe” Sunscreens Debut to High Praise, Big Sales** **New Beach Buff® product line spares the environment while protecting your skin**

ORMOND BEACH, FL (June 22, 2009) – That sunscreen you slather on your skin before jumping in the ocean may be protecting your body, but it may also be killing coral reefs. In fact, 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 up to 10 percent of the world’s coral reefs.

Ormond Beach, Fla.-based Tropical Seas, Inc., wants to eliminate this environmental menace.

The company recently introduced a new line of Beach Buff® “Reef Safe” sunscreens, and the market’s response has already been extraordinary.

“The products are flying off the shelves, even though our official launch isn’t for two weeks,” said Dan Knorr, CEO and president of Tropical Seas, Inc. ([www.tropicalseas.com](http://www.tropicalseas.com)). “Our distribution partners tell us that consumers are embracing the idea that they can protect themselves while helping to save the oceans, reefs and sea life.”

The 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. “These sunscreens are in keeping with our corporate commitment to environmental responsibility. We’re proud to do our part in making the oceans a little cleaner while we keep our customers safe from the dangerous effects of the sun.”

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

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.

>> more <<

**Beach Buff “Reef Safe” Sunscreens Debut**  
**Page 2**

**About Tropical Seas, Inc.**

Based in Ormond Beach, Florida, privately held Tropical Seas manufactures and distributes a comprehensive line of “reef safe” sun care, 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](http://www.tropicalseas.com) and [www.itzazukidz.com](http://www.itzazukidz.com).