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Beach Buff Reef Safe Sunscreen

The world's beautiful reef system is slowly deteriorating due to human activity.

Often overlooked is the fact that some of the damage comes from sunscreens. Tropical Seas Inc.'s Beach Buff 'Reef Safe' sunscreens were developed to address concerns about harm done to coral reefs and marine life by the 4,000 to 6,000 metric tons of toxic sunscreens estimated to wash off swimmers and into the oceans every year.

According to some estimates, this has led to sunscreen induced bleaching of up to 10 percent of the world's coral reefs. The Beach Buff Reef Safe sunscreen was subjected to independent laboratory tests that found 99 percent of the material biodegraded in seawater within 60 to 80 days, while no evidence of toxicity to micro-organisms and other sea life was detected. Nearly identical results came from tests on river and lake water.

No other sunscreen currently on the market can substantiate either the "freshwater safe" or "reef safe" claim.

"As a diver myself, I've seen first-hand the damage we humans have cause to our precious reefs," says Dan Knorr, CEO and president of Tropical Seas. "That's why we invested so much time, money and manpower into developing an environmentally sustainable sunscreen that we could be proud of. We knew that once we created it, the market would respond favorable."

Retail prices range from \$5 to \$10.

For information, call 800.368.7327

or visit www.beachbuff.com.

