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FOR IMMEDIATE RELEASE

Sun Protection Zone Debuts ClassicSkinz™

The Leader in Sun Protection Launches Fashionable Gear This Winter

Los Angeles, CA – Sun Protection Zone, the brand of the most comprehensive sun protection, is excited to launch a new, affordable line of jackets at the OutdoorRetailer Winter Market: ClassicSkinz™. Built on the tradition of the popular DuckSkinz™, this new line is made with the fashion-forward sportsman in mind. Using the most advanced technology available, ClassicSkinz™ uses lightweight propriety fiber that offers protection equivalent to a 100% SPF sunscreen. The unique, water- and sun-repellent cloth repels upwards of 98% of all UV-A and UV-B waves, and will stand up to over fifty washes. ClassicSkinz™ comes in a variety of colors and designs for men and women; from tropical designs to under-stated motifs, these jackets are perfect for any sportsman.

Sun Protection Zone aims to bring comprehensive protection to outdoor enthusiasts. First and foremost is sun protection. While outdoor activity is beneficial to both physical and mental health, doctors are also alarmed by the fact that melanoma rates have risen to 1 out of 5 Americans, with 79% resulting in death. The reason is that Americans do not use adequate sun protection. In order to protect against skin cancer, the Center for Disease Control and the Melanoma Center recommend daily use of sun protective clothing and sunscreen. But for the sportsman who is a sea, reapplication of sunscreen every half-hour is not feasible. ClassicSkinz™ not only provides continual protection from the sun, but its tight-woven fabric also acts as a barrier to wind and water. With ClassicSkinz™, design and comprehensive protection are rolled into one.

Chip Carter, CEO of Sun Protection Zone, encourages both the casual and serious sportsman to incorporate sun protection. “With the launch of ClassicSkinz™, we hope that outdoors enthusiasts have fun with the designs we offer. We want our gear to protect its wearers, as well as provide a platform for individuality.”

About Sun Protection Zone: Created by an outdoors enthusiast, Chip Carter, Sun Protection Zone is committed to developing “innovative products for sun safety”. To learn more about the company, their products, or to order your own ClassicSkinz™ jacket, visit online at www.sunprotectionzone.com