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## **MAKE SUN PROTECTION A CINCH**

### **SunStuff's 100% sunproof hats Cinch hats are one size fits all**

Washington D.C. (March, 2005)—SunStuff takes the guesswork out of sizing with the introduction of their new line of 100% sunproof SunStuff Cinch hats. As with all SunStuff products, these hats utilize a fabric developed for NASA to block 100% of the sun's UVA ("aging") and UVB ("burning") rays. What sets these hats apart from the pack is the introduction of a simple adjustable crown strap that allow the SunStuff Cinch hat to fit heads of all sizes—from extra-large to extra-small. The hats are set to launch in summer 2005.



By now, the connection between sun exposure, premature aging and skin cancer is old news and most people know that they should wear hats to protect their skin from the sun. However, what many don't know is that although hats may be labeled "sun protective" if they have a four-inch brim, many hats let in 50% or more of more of the sun's damaging rays. In contrast, SunStuff hats are made from sunproof fabric and designed with extended brims so that they block 100% of the sun's UVA and UVB rays.

In addition, many hats that claim to be sunproof are made of fabric that has been sprayed with chemicals to keep off the sun. These chemicals fade over time and become ineffective when the hat becomes wet. Only SunStuff hats utilize a revolutionary process developed for NASA in which the sun-protective material is actually woven into the fabric of the hat. A SunStuff hat is 100% effective even when wet, washed or worn repeatedly. Plus, the extended brim means the hats block more of the sun's rays, and the hip, crushable, reversible design means the hats are infinitely wearable, from the beach to the breakfast meeting. And with the SunStuff Cinch, they fit anyone and everyone!

Since the company launched in 2001, its combination of efficacy and style has earned the brand a loyal following in fans such as Portia de Rossi, Lisa Rinna and Allison Janney, as well as skin specialists from the Mayo Clinic and the John Wayne Cancer Institute. SunStuff hats also meet the standards for sun protection from the American Academy of Dermatology and NASA. SunStuff Cinch hats for women and teens are available in Red Stripe (pictured) and Fruit Stripe. They retail for \$49.99 at specialty stores nationwide and online at [www.wearsunstuff.com](http://www.wearsunstuff.com).