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IS YOUR HAT RUINING YOUR SKIN?

A 4' Brim is Not Enough

Washington, DC – “Our hats provide a unique, effective, and attractive solution to the mounting demand for serious, superior sun protection,” promises SunStuff, the innovative new line of UPF50+ sun protective headwear specially-designed to optimize facial coverage and prevent the sun damage primarily responsible for “aging” of the skin. Although SunStuff carries products for men, women, and children, most of its products are designed *by women for women*, to ensure that the delicate balance between function and fashion is achieved. Its broad appeal has led to product requests from top-notch skin doctors at the Mayo Clinic and John Wayne Cancer Institute, fashion icons such as Vogue’s Editor-in-Chief Anna Wintour, and actresses such as Portia de Rossi, Allison Janney, Amber Tamblyn, and *Entertainment Tonight’s* Maria Menounos. SunStuff has appeared in Allure, Redbook, Self, Better Homes and Gardens, Lucky, In Touch Weekly, US Weekly, and Travel & Leisure Magazines, and was featured in the pre-Emmy Award gift bags at the Allure Magazine Beauty Buffet in Hollywood. The company recently beat out 16,000 other applicants to win one of three grand prize winner spots in the Oxygen Network’s “Oh! Get the Money!” contest for women-owned companies.

The company was launched in 2001 in response to the growing need of cosmetic surgeons and dermatologists for post-procedure protection that would effectively protect patients against sun-induced changes in the skin. "Women spend billions of dollars each year in an effort to reduce the wrinkling and spotting caused by sun damage. These changes to the skin are not inevitable. Sun protective clothing, like SunStuff UPF50+ products, used in conjunction with sunblock, helps prevent many signs of aging *before* they occur, so the skin is able to dedicate itself to the process of renewal rather than defense," notes

dermatologist Dr. Laurie Polis. Word of SunStuff's value as a permanent, day-to-day shield to protect youthful skin from wrinkles, spotting, and spider veins soon spread in the skincare industry, and patients were drawn to the fresh styles that reflected their differing needs and tastes. "We attempt to capture all the features and attributes of the "ideal hat" in each member of our product line," explains SunStuff founder Kathleen Burke. "Our hats not only meet the National Aeronautics & Space Administration's (NASA) and the American Academy of Dermatology's standards for sun protection, but they are crushable, reversible, and hip. Our styles top the heads of women who exercise, golf, garden, travel, shop or stroll outdoors, boat, race around in convertibles, relax by the water, and engage in every conceivable outdoor activity. We want to make serious sun protection available in a fun and trendy way to all women who want to preserve the beauty of their skin and their overall well-being."

Burke was inspired to develop the headwear line several years ago, after her own search for a flattering sun protective hat to shield her Irish-origin skin proved fruitless. "I was stunned to read that up to 90% of all "aging" – wrinkles, discoloration, and sagging – is actually attributable to *sunlight*, rather than to the passage of time." Burke's search uncovered some sun protective hats, but the hats clearly were designed by men and targeted more for medical use, and lacked the pizzazz required by women of their accessories. "The protective hats had no style, and the stylish hats offered no protection. I decided that there was no reason women couldn't have both sun protection and fashion in one hat."

Due to increased publicity regarding the harmful effects of the sun, many women now take measures to better protect themselves, but they also have a false sense of security arising from two myths: that sunscreen alone is effective, and that *any* hat will do the job. Sunscreen, however, is only effective for a limited amount of time and, even if applied correctly, blocks only some, not *all*, of the sun's damaging UV rays. Thus, by itself, sunscreen does not provide effective sun protection; it is far more effective when coupled with a hat. But not all hats are created equal in the battle against sun damage. Most hats are labeled "sun protective" if they have a 4-inch wide brim. A wide brim is useless, however, if it is made of the straw or fabric found in most hats, which the sun's rays are able to penetrate. SunStuff's state-of-the-art product line does what most hats do not—help preserve and protect youthful skin in three ways. First, the hats are *designed* for maximum facial and head

coverage, with such features as downward-sloping, extended brims and protective, detachable face-shields, so that more skin is protected because less skin is exposed to direct sunlight. Second, they are *made from* UPF50+ sun protective fabric—designed to ensure that UVA (“aging”) and UVB (“burning”) rays are prevented from penetrating the hat and damaging the skin. And third, SunStuff knows that women will not consistently wear unattractive accessories no matter what the health benefit.

Whether you want something traditional and elegant, or something trendy and fun, they’ve got you covered. “We want you to think of us no matter what your mood or style dictates today. And we want you to think of us thirty years from now, when you are still enjoying healthy, radiant skin,” says Burke.

SunStuff is available at select spas, cosmetic surgeons’ offices, boutiques, and skin specialty stores across the country and retails between \$15 and \$100, and includes a line of hats for children and infants, whose delicate skin is especially sensitive to sunlight. SunStuff is also available at www.wearsunstuff.com, or by phone or fax at (703) 935-8362.
