

Block Island Organics is a sun-focused **skin care company dedicated to promoting smart fun in the sun** through the **creation of safe and loveable sunscreens** and related skin care products.

Our mission: to give *everyone* the right and access to a **safe sunscreen** that provides the UVA & UVB protection that should and doesn't force you to wear questionable ingredients that are potential serious health risks.

Our pledge: to **stay current with the latest research**, provide full disclosure of our ingredients, and to always examine and disclose the potential toxicity of every ingredient we use.

We believe: in creating a balanced combination of the **highest quality and safest products** possible to combat and **prevent the negative effects of the sun** on our skin. Your skin is your body's largest organ and without proper protection the sun is its #1 enemy. We love the sun, but play smart and play safe... **protect your skin.**

THE FOUNDING FOUR (with more to come...)

SPF 16

- Mineral based sunscreen
- Water Resistant
- Provides instantaneous SPF protection
- Active Ingredients: Titanium Dioxide 5%, Zinc Oxide 4%
- White grapefruit essential oil for fragrance
- Made using certified organic ingredients: coconut oil, jojoba oil, vanilla
- Coconut oil and jojoba oil moisturize the skin
- Retinyl Palmitate free

SPF 30+

- Mineral based sunscreen
- Water Resistant
- Provides instantaneous SPF protection
- Active Ingredients: Titanium Dioxide 6%, Zinc Oxide 22.5%
- White grapefruit essential oil for fragrance
- Made using certified organic ingredients: coconut oil, jojoba oil, vanilla, shea butter
- Coconut oil, jojoba oil and shea butter moisturize skin.
- Retinyl Palmitate free

Daily Repairing Moisturizer with SPF 16

- Mineral based sun protection: Titanium Dioxide 5%, Zinc Oxide 4%
- Loaded with botanicals and the antioxidants beta-carotene, Vitamin C, and DMAE to neutralize free radicals and reduce the damaging effects of the sun.
- Aloe and botanical oils moisturize sun stressed skin.
- Made using certified organic ingredients: aloe, carrot juice, witch hazel, coconut oil, jojoba oil, rose hip oil, green tea, rooibos, hibiscus, shitake mushroom, sugar beet, ginko biloba.
- Bergamot essential oil for fragrance
- Retinyl Palmitate free

Cucumber After Sun Soothing Lotion

- Made of a mixture of aloe vera, cucumber, plant oils, botanical extracts, and vitamin E.
- Certified organic ingredients used: coconut oil, jojoba oil, aloe, cucumber, chamomile, green tea, tumeric, calendula, echinacea.
- Aloe and cucumber cool off and calm overheated and inflamed skin.
- Vitamin E and botanical antioxidants (chamomile, green tea, tumeric, calendula, Echinacea) combat free radical damage caused by sun overexposure.
- Natural oils, jojoba and coconut, as well as aloe and cucumber rehydrate and moisturize damaged skin reducing peeling and reducing sun damage.

All products are Paraben Free, Pthalate Free, and Synthetic Ingredient Free. Made with Vegan Formula and an Eco Cert preservative base. Not Tested on Animals

Sunscreen Fact Sheet

Skin cancer is the most common form of cancer in the United States. More than 3.5 million skin cancers in over two million people are diagnosed annually.¹ **Each year there are more new cases of skin cancer** than the combined incidence of cancers of the breast, prostate, lung and colon.²

The incidence of many common cancers is falling, but the incidence of **melanoma continues to rise at a rate faster than that of any of the seven most common cancers**. Between 1992 and 2004, melanoma incidence increased 45 percent, or 3.1 percent annually.³

*In 2012 new sunscreen regulations from the FDA go into effect, the first such regulations since the FDA began working on creating sunscreen regulations in 1978. While the sunscreen regulations are welcome, they are minimal and largely concern labeling and marketing rather than the safety and efficacy of actual ingredients.*⁴

SUNSCREEN CONTROVERSIES

MINERALS VS. CHEMICALS SUNSCREEN

Mineral Sunscreens

- Use a physical barrier such as titanium dioxide or zinc oxide to reflect and scatter the sun's rays
- Protect from both UVA & UVB rays
- Stable in sunlight
- Show minimal skin penetration of unbroken skin
- Endorsed by the EWG as the best safety profile of today's choices

Chemical Sunscreens

- Use a combination of chemicals (the active ingredients) to absorb the sun's rays.
- Penetrate deeper into the skin than mineral sunscreens
- The safety of the ingredients used in chemical sunscreen to protect from UV rays is at least considered questionable:
 - Routinely generate free radicals
 - Potential estrogenic like effects
 - Potential hormone disruption
 - Have been found in breast milk

RETINYL PALMITATE/VITAMIN A

- Many sunscreens use retinyl palmitate, ignoring recent FDA research indicating the chemical may be photocarcinogenic - that it may heighten skin cancer risk when used on sun-exposed skin⁵

SPRAY SUNSCREEN

- Both chemical and mineral sunscreens are considered potentially dangerous in spray form due to their potential to be inhaled and enter into the lungs

TOXIC INACTIVE INGREDIENTS

- In both chemical and mineral sunscreens many manufacturers disregard the potential toxicity of their ingredients due to lack of FDA regulation
- Parabens are commonly used as preservatives
- Phthalates are used for fragrances
- Focus is on cheap synthetic ingredients

EXAGGERATED SPF CLAIMS

- Over-exaggerated SPF claims mislead customers and cause poor usage of sunscreen and a false sense of security
- A SPF 15 protects against 93% of UVB rays, SPF 30 protects against 97%, and SPF 50 protects against 98%
- SPF is a measurement of protection from UVB rays and not UVA rays: UVB rays cause sunburn and UVA rays have longer wavelengths, penetrate deeper into skin and are most responsible for generating free radicals that may damage DNA and skin cells, promote skin aging, and cause skin cancer

¹<http://www.skincancer.org/Skin-Cancer-Facts/>, ²ibid, ³ibid, ⁴<http://breakingnews.ewg.org/2011/sunscreen/sunscreens-exposed/fda-fails-consumers/>, ⁵<http://breakingnews.ewg.org/2011/sunscreen/sunscreens-exposed/executive-summary/>