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**FOR IMMEDIATE RELEASE**

## **SPF Addict® Introduces the *Other* Sun Protection for Summer 2015** ***Healthy Skincare Clothing Line Blends Fashion with UPF 50+ Daily Protection***

ORANGE COUNTY, CA (May 12, 2015) – In the world of lotions, sticks, creams and balms, SPF Addict offers a non-sticky, non-greasy alternative to daily sun protection – UPF 50+ sunscreen clothing. [SPF Addict](#), manufacturer of high-quality, **California-made** sun protective clothing, encourages sun worshipers to ***Wear Your Sunscreen Daily***, by donating \$2.00 of every purchase during the month of May to the [Melanoma Research Foundation](#) in honor of National Melanoma/Skin Cancer Awareness Month.



Wearing daily sun protection is essential and is as easy as putting on a stylish and comfortable outfit. As a registered nurse specializing in the cosmetic dermatology field, SPF Addict's president and designer Marina Arnold, R.N. has treated countless patients, young and old, with sun-damaged skin. "I realized early in my career that the importance of pro-active sun protection needs to go beyond the scope of just lotions. Sunscreen lotions serve only a small role in **whole-body sun protection**, protective clothing is another extremely valuable and effective tool in sun protection," says Arnold, R.N.

Manufactured with Tencel Sun® fabric made from eucalyptus wood; this fiber is extremely soft, durable, eco-friendly, biodegradable and ideal for sensitive skin. SPF Addict's fabrics are independently tested for a **UPF rating of 50+**, blocking 98% of harmful sun rays that can cause skin cancer and premature aging; even after 40 wet and chlorinated launderings!

**California Style** - She might be dreaming of California's sun, but the [California Dreamin' Poncho](#) will keep her protected from the sun's harmful rays. This ultra-soft poncho effortlessly covers in this one-size fits all timeless style. Flattering to most body types; can be worn from the beach to a party. (Shown above left, California Dreamin' Poncho MSRP: \$60; available in plum, black, taupe, aqua, and mango-shown)



**Beach to Street** - From chillin' on the beach to working out, SPF Addict's [Jewels Top](#) offers full coverage in a breathable, stretchy top which features natural wicking to pull moisture away from the body. Designed with a fitted silhouette and hip-length cut, this long sleeve top is accented with five vertical buttons along the décolleté and wrist and thumbhole cutouts for extra hand coverage. (Shown right, Jewels Top MSRP: \$41; available in black, beige, and white-shown)



**Perfect, Every Time** – Sun protection can be as simple as wearing your [Donna's Perfect Dress](#). Featuring a boat shaped neckline for maximum décolleté protection, an adjustable single button sleeve, and a scoop-cut mid-length skirt. Lightweight and wrinkle-free, makes this truly the *perfect little dress*. (Shown left, Donna's Perfect Dress

MSRP: \$55; available in black, white, gray/white graphic stipe, and black/white graphic stripe-shown)

**About [SPF Addict](#)** – SPF Addict clothing for the family can be purchased at independent clothing retailers throughout the United States, online, and at boutiques worldwide. A family business, the company was founded in 2011 by Marina Arnold, R.N. who has over 30 years of medical practice experience; specializing in the cosmetic dermatology field. SPF Addict clothes are made in the U.S.A., utilizing organic “green” fibers, tested for UPF rating of 50+, and are approved by the [Melanoma International Foundation](#). SPF Addict is located and manufactured in Orange County, California. For more information, contact the company at (877) 540-9733 or visit [www.SPFAddict.com](http://www.SPFAddict.com). **For more information, samples or images, editorial media may contact Karen Beaudin at [Karen@bullpenpress.com](mailto:Karen@bullpenpress.com).**

