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## FOR IMMEDIATE RELEASE

### SPF Addict® Clothing Featured on the Today Show as a Summer Skin Care Must Have

*Healthy Skincare Clothing Line Blends Fashion with UPF 50+ Daily Protection*

ORANGE COUNTY, CA (June 24, 2015) – The buzz is out about SPF Addict's daily wear UPF 50+ stylish clothing for all day sun protection. Friday, June 19 – SPF Addict clothing was featured on the Today Show's segment, "Bobbie's Buzz" as a [Summer Skin Care Solution to Use All Season Long](#).

Today Show style editor, Bobbie Thomas highlighted the newest solutions in summer skin care for 2015. Along with traditional lotions and creams, SPF Addict clothing was chosen as Bobbie's favorite UPF 50+ clothing, "I'm pretty picky when it comes to fashion - cute clothing and when it comes to UPF 50 in it, it can be tough – they tend to be beachy, but I love this line...", says Thomas during the segment. She goes on to talk about the daily wear aspects of the line, from office to outdoor gatherings style and featured multiples outfits from the SPF Addict line. Kathy Lee Gifford commented, "It is so soft." Please see the above link for the full segment.

SPF Addict clothing is **California-made** sun protective clothing, encourages sun worshipers to **Wear Your Sunscreen Daily**. 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 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 top right and featured during segment, 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.SPFAAddict.com](http://www.SPFAAddict.com). **For more information, samples or images, editorial media may contact Karen Beaudin at [Karen@bullpenpress.com](mailto:Karen@bullpenpress.com).**

