



Badger's new line of certified organic sunscreen lotions represents breakthrough in safe, natural sunscreen chemistry

New, non-whitening lotions are easy to apply while providing safe, reliable zinc oxide broad spectrum protection

GILSUM, N.H. (Feb. 4, 2013) — W.S. Badger Co. Inc., manufacturer of the No. 1 selling sunscreen in the U.S. Natural Market,¹ announced today the addition of three new daily SPF 30 sunscreen lotions to its family of active and sport sunscreens. These new sunscreens, created for everyday use on face and body, deliver safe and effective broad spectrum protection from zinc oxide in an easy-to-apply, non-greasy lotion base.



“I’m especially excited about how great these sunscreens smell and about how easy they are to use with kids. My granddaughter Maya will love them,” said Badger CEO Bill Whyte.

Badger daily-use sunscreen lotions protect with the same safe, effective, USP grade non-nano zinc oxide used in all of their other sunscreens, but in a light lotion base that utilizes novel food-grade emulsifiers and natural preservatives that are gentle on the skin. These sunscreen lotions are certified 100% Natural by NPA (National Products Association²) and 86% Organic by NSF (NSF ANSI 305³). The new line of SPF 30 Zinc Oxide Sunscreen Lotions comes in three varieties: Aloe Vera, Kids with Tangerine & Vanilla, and Baby with Chamomile & Calendula.

According to the Environmental Working Group’s 2012 Sunscreen Guide, just one sunburn during childhood can potentially double the chance of deadly melanoma later in life. While consumers should use sunscreen to protect themselves and loved ones, the EWG has found that most sunscreens on the market offer poor protection from sun damage and contain toxic ingredients, making it very difficult to find safe sun protection. The EWG encourages consumers to use lotions and creams rather than sprays or powders, and the EWG points out that products with mineral active ingredients, such as zinc oxide, provide better broad spectrum protection against UVA as well as UVB rays. All Badger sunscreen products have obtained top safety and efficacy ratings from the EWG and protect only with non-nano zinc oxide – the safest single active ingredient available.

Badger Broad Spectrum Sunscreen Lotions are carefully formulated to be hypoallergenic, non-comedogenic and biodegradable. Badger never tests on animals and all products are Leaping Bunny Certified as Cruelty-Free.

Badger Zinc Oxide Sunscreen Lotions for daily use will be available online and in store this spring. Badger sunscreens can be found in major retailers such as Whole Foods, Sprouts, REI and Earth Fare as well as independent food co-ops and pharmacies. The new sunscreen lotions come in a 4-ounce tube (50% PCR material and #2 recyclable) and have a suggested retail price of \$17.99 per tube.

¹ Badger Unscented Sunscreen, SPF 30, was the No. 1 selling sunscreen in the natural market in 2012, according to SPINScan Natural, a market research firm for the natural products industry.

² National Products Association, “Natural Seal,” <http://www.npainfo.org/>.
<http://www.npainfo.org/NPA/NaturalSealCertification> NPANaturalStandardforPersonalCareProducts.aspx

³ NSF, “Understanding Claims for Personal Care Products Containing Organic Ingredients,” http://www.nsf.org/consumer/newsroom/fact_gl_personalcare.asp.

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W.S. Badger Co. Inc. has produced quality, all-natural and certified organic body care products since 1995. Badger aims to protect, soothe and heal with ingredients safe for all. Family owned and family run, Badger was born when Badger Bill, a carpenter at the time, discovered a recipe of natural ingredients strong enough to soothe his rough, dry and cracked hands. Now a team of about 40 employees, Badger produces almost all of the products in Gilsium, N.H. Badger and has been awarded B Corp Certification, after demonstrating its hard work to create a healthy business with ethical and charitable principles. Visit <http://www.badgerbalm.com> for more information.

