

Zinc Leads the Way for Natural Sunscreens This Summer

Sun worshippers take caution: your sunscreen may not be providing you with the best possible protection. Most active sunscreen ingredients do not protect the skin from both types of UV rays and are filled with chemicals. **Zinc Oxide is one of the only single sunscreen ingredients to protect against both UVA and UVB rays and it offers the broadest UV protective spectrum, plus, it's natural.**

With a greater awareness of the negative effects of sunscreen chemicals on both people and the planet, many people are beginning to wonder whether the dangers of sunscreen use outweigh the benefits.

“Chemical-free zinc sunscreen is a natural alternative to the harsh ingredients found in other sunscreens,” says Caroline Duell, president and founder of Elemental Herbs, which offers a line of all-natural zinc sunscreens. “Rather than converting UV energy into cancer causing free radicals, zinc oxide turns it into undistruptive heat. It’s safer for both children and adults and it doesn’t destroy coral reefs, which is a devastating global problem.”

While zinc is all the rage this summer, there is growing concern of the use of “nano-sized” particles used in zinc sun protection. Nanoparticle sunscreen ingredients are small enough that they may get absorbed into the bloodstream whereas non-nanoparticle ingredients sit on top of the skin. **Elemental Herbs uses non-nanoparticle Zinc Oxide to provide a broad layer of armor against damaging UV rays without any increased risk.**



According to the American Academy of Dermatology, UVB protection does not actually increase proportionately with a designated SPF number. SPF 15 provides 93 percent protection while SPF 30 only increases protection by 5 percent. **For the best protection against the sun, use a sunscreen with 20-25 percent zinc oxide and be sure to re-apply every two hours.**

“The higher the SPF rating does not necessarily mean the better the sunscreen protection,” says Duell, “In fact, this often means increasing the amount of chemicals used for not much gain.”

Elemental Herbs line of all-natural zinc sunscreen includes Tinted SPF 22, Sport SPF 20 and Kids SPF 20. Offering a smooth application and a non-greasy feel, the biodegradable sunscreens come in long-lasting one-ounce (MSRP \$8.99) or three-ounce tubes (MSRP \$19.39). **Each formula contains 25 percent (non-nanoparticle) zinc, providing a comprehensive natural sunscreen on par with any SPF.**

Elemental Herbs’ Sunscreens are available at retailers nationwide or at www.elementalherbs.com.

Located in Morro Bay, CA and founded in November 2005, Elemental Herbs inspires people to live in balance with nature by offering organic herbal-based healing formulas including All Good Goop™ healing balm, All Good Lips™ lip balms, Herbal Cool™ pain relief spray and Sunscreen Sport™.

The products are currently available online and at 400+ retailers nationwide, including health food stores, outdoor sports shops and high-end gift shops. The company donates one percent of its revenues to environmental organizations through 1% for the Planet, tests only on humans and is a certified B corporation.. For more information, visit the website at www.elementalherbs.com; or contact Caroline Duell at caroline@elementalherbs.com; (805) 464-0464. For more details, images or samples, media may contact Holly Padove at holly@thepressroom.com; (805) 773-1000.