

FUN IN THE SUN

Spring is here and summer is just around the corner. It's time to get ready for the great outdoors and to protect our skin from harmful sunrays. Technology drives new product launches such as interesting applications, sunless tanning products, and protective sun gear.

Don't like the feel of sunscreen? There are a myriad of **Rub Free Continuous Sprays** such as **Bull Frog** and **Hawaiian Tropic** that are no touch applications. **Banana Boat** offers **Dri-Blok™**, a dri-powder technology that "goes on like lotion and dries like powder" in two formulas - **Sport** and **Kids**. **Neutrogena** features an **Ultra Sheer™ Dry-Touch** formula available in a variety of skus. If you don't like sprays and lotions, try **Spwipes**, which are sun protection wipes that are water and sweat resistant with SPF 30.

Need a tan without the sun? **Coppertone® Moisture Mist Tan Continuous Spray** is a new sunless tanning product using the continuous spray technology. **Lancôme** offers a **Flash Bronzer Glow 'N Wear - Virtually Transfer-Free Tinted Self-Tanning Gel** that dries in less than five minutes.

Need more than sunscreen? Try **SunSafe®** and **Tuga** swimwear and cover-ups with UPF (Ultraviolet Protection Factor) 50+ for you and your kids. Just looking for a hat? **Coolibar** offers a variety of stylish hats with 98% UV blockers. If all else fails, try **SolarSafe's UV Monitor Wristbands** that "warn you when to re-apply sun screen and when to seek shade."

Time to step outside? Let Trendincite custom-design a sunny trend excursion to enlighten your senses and inspire your new product ideas.

Contact us at inquiries@trendincite.com or at 888-561-1229.

Feel free to forward this e-mail to friends and colleagues who need to be in the know.

Regards,

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Your Trend Maven
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