Have the Best Summer Ever with Busy Philipps and Banana Boat® Sunscreen

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Initiative launches digital Wheel of Fun offering summer fun tips and prizes, including chance to win an unbelievable family getaway



“For more tips from Banana Boat® sunscreen and a chance to win prizes, join the #BBBestSummer Twitter Party with MomCentral.com, a website dedicated to influential moms, on Monday, June 30 from 1 – 2 p.m. EDT.”

Shelton, CT (PRWEB) June 26, 2014

Summer is the best season for families to make new memories with all kinds of fun outdoor adventures. Whether swimming, playing baseball or having a picnic in the backyard, many of the best summertime activities happen under the sun.

As a mother of two daughters who love spending time outdoors, actress Busy Philipps[1] is always looking for new family adventures – especially during the warm summer months. This year, she's partnered with Banana Boat® sunscreen to celebrate family fun in the sun by bringing families the tips, tools and prizes they need to have the Best Summer Ever, while staying safe from harmful UV rays.

Here are some tips from Busy Philipps to help you have the Best Summer Ever:

- Be active! My family's summer schedule is always ambitious—with vacations, day camps and pool parties—but I wouldn't have it any other way. Savor the opportunities for adventures with your family, and encourage your kids to get outside while the weather is nice!
- Wear sunscreen. I'm always running after my daughters with sunscreen, but I also try to come up with creative ways to encourage them to apply it themselves, such as squirting a golf ball-sized amount on the kids and encouraging them to race to rub it into their skin. Teaching kids healthy habits now will give them the tools they need to protect their skin from harmful UV rays later in life.
- Accessorize in the sun. We love to get crafty by making sun protection fun with girly things like rhinestone visors and sun glasses. We also made mermaid towels for the girls and their friends to wear last summer – they were a huge hit!
- Host a backyard beach party. Nothing screams summer more than parties at the pool or picnics in the backyard. To keep everyone protected, make sunscreen part of the centerpiece on the table for your guests. Reapplying is easy to remember when sunscreen is right there in front of you.
- Spin the Wheel of Fun! To kick off the summer fun, visit the Banana Boat® Best Summer Ever Sweepstakes on the brand's Facebook fan page and spin the Wheel of Fun for a chance to win summer prizes and tips.

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- Step one: Log onto Twitter and follow @BananaBoat and @MomCentral
- Step two: Search for the hashtag #BBBestSummer.
- Step three: Join in the conversation and include #BBBestSummer in tweets.

No matter what adventures your family embarks upon this summer, remember to stay safe in the sun by using Banana Boat® sunscreen products. Banana Boat® sunscreens have undergone testing in seven conditions – sun, pool water, ocean water, wind, sweat, sand and extreme heat up to 100 degrees – to provide safe and effective sun protection against UVA and UVB rays,[2] giving families the protection they need for all their summer fun outdoor activities.

"Whether it's enjoying family time while hiking, playing sports, or relaxing by the pool, Banana Boat® sunscreen provides effective protection and offers a product for everyone in the family," said Carla Luca, Senior Brand Manager of Banana Boat® brand sunscreens. "Each product also offers multi-skin benefits that go beyond UVA/UVB protection to meet consumer needs."

Banana Boat® is also equipping families to have the Best Summer Ever through its offering of four new sunscreens, which meet the sun protection needs for the whole family.

- Banana Boat® Triple Defense Sunscreen for Men Lotion and Clear UltraMist® - a full line of sunscreens designed specifically for men that contains ActiveProtect Technology, provides heavy-duty sun protection, hydrates skin, and combats odor;
- Banana Boat® Kids Free Clear UltraMist® Sunscreen - the only alcohol-free, tear-free, sting-free kids clear spray;
- Banana Boat® Sport Performance® Clear UltraMist® Sunscreen with Powerstay Technology™ - specifically designed for the sport enthusiast and active individual who doesn't want to be slowed down while out in the sun; and
- Banana Boat® Protect & HydrateTM Sunscreen Clear UltraMist® - a unique 2-in-1 combination of sunscreen and all-day moisturizer.[3]

For more summer tips and information about Banana Boat's Best Summer Ever Sweepstakes please visit **http://www.facebook.com/BananaBoatBrand**.[4]

About Banana Boat® Brand

The Banana Boat® brand offers a wide range of product options that provide today's busy family with reliable sun protection without worry when used and reapplied as directed, so the fun can go on. The advanced technology in Banana Boat® sunscreen products provides effective broad spectrum UVA and UVB protection that won't break down in the sun. Banana Boat® sunscreens have undergone testing in seven conditions – sun, pool water, ocean water, wind, sweat, sand and extreme heat up to 100 degrees – to provide safe and effective sun protection against UVA and UVB rays.[2] Banana Boat® products have carried The Skin Cancer Foundation's Seal of Recommendation for almost two decades.

About Energizer Personal Care

A leading manufacturer of health and beauty products around the world, Energizer Personal Care is a division of Energizer Holdings Inc. (NYSE: ENR), headquartered in St. Louis, Missouri. Energizer Personal Care markets products in more than 100 countries worldwide under the Playtex®, Playtex Sport®, Playtex Gentle Glide®, Skintimate® and Schick® brands. Playtex and all other trademarks are licensed or owned by Energizer or its affiliates.

About Mom Central Consulting

Mom Central Consulting, the leading social media consulting firm focused on the Mom Market, works with over 200 brands each year to develop powerful influencer marketing programs targeted to Moms. With offices in Boston, Chicago, New York, and Toronto, Canada, Mom Central Consulting delivers cutting-edge social media and digital campaigns – engaging influencers as passionate brand advocates – to achieve focused marketing results. Our robust Mom Central Testing Panel garners real-world insights throughout the Mom Marketplace, which informs our ROI-driven campaigns. For the past three years, Inc. magazine has named Mom Central Consulting to its annual Inc. 500|5000 list of the nation's fastest-growing private companies.

[1] Busy Philipps is a paid sponsor of Energizer Personal Care.
[2] Seven conditions does not apply to tanning products, oil products, SPF 8 lotion, SPF 100 lotion for kids, lip balms, kids FREE and Zinc Faces.
[3] For sun protection, use and reapply as directed.
[4] NO PURCHASE NECESSARY. The Banana Boat® Best Summer Ever Instant Win Game & Sweepstakes starts 5/22/14 at 12:01 PM ET and ends 7/31/14 at 12:01:59 PM ET. Open only to eligible legal residents of the 50 US/DC, 18 years or older. **Click here** for Official Rules and complete details, including entry instructions, odds of winning, prize details and restrictions, etc. Void where prohibited or restricted by law. Sponsor: Energizer Personal Care, LLC.