Banana Boat® Kicks Off Summer with Two Exciting New Sunscreen Offerings

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Banana Boat® brand expands sun protection portfolio with the addition of NEW Dry Balance™ and NEW Kids Sport Sunscreen Portfolios

SHELTON, Conn., April 18, 2017 /PRNewswire/ -- **Edgewell Personal Care** (EPC), the makers of **Banana Boat®** brand sunscreen, announced today the availability of two new product portfolios in mass grocery and drug retailers nationwide: Banana Boat® Dry Balance™ Sunscreen Lotion and Clear UltraMist® and Banana Boat® Kids Sport Sunscreen Lotion and Lotion Spray with PowerStay Technology®. The new Banana Boat® formulations include the brand's unique 7 conditions claim and provide a multi-benefit experience for each member of the family.



"Banana Boat® is excited to continue delivering innovative products that demonstrate our commitment to providing a product for the entire family," said Tracy Garbowski, Senior Brand Manager of Banana Boat® brand sunscreens. "We want our customers to have the most enjoyable experience when it comes to sunscreen and not feel greasy or weighted after multiple sunscreen applications. New Dry Balance™ Sunscreen aims to eliminate that heavy feeling by absorbing excess moisture to help keep you feeling dry and fresh, even after a day in the sun. Our new Kids Sport with PowerStay Technology® is also a great product that provides strong, durable protection – a necessity for today's active family."

Banana Boat® Dry Balance™ Sunscreen and Kids Sport Sunscreen with PowerStay Technology® portfolios are tested to stay on in seven real life conditions[2] – sun, pool water, ocean water, wind, sweat, sand and extreme heat up to 100 degrees – to provide safe and effective sun protection. Dry Balance™ Sunscreen is available in SPF 30 and 50+, and Kids Sport Sunscreen with PowerStay Technology® is available in SPF 50+.

"Banana Boat® is always developing new, innovative products to fit the many needs of consumers and to keep up with the evolving trends in the sun care industry. As a dermatologist, I always stress the importance of a proper sun care regimen to my patients, which means reapplying every two hours or after swimming, sweating or toweling off. However, something I often hear is that people dislike how their skin feels after reapplying sunscreen throughout the day," said Dr. Julie Karen[1], NYC-based board certified dermatologist and consultant to EPC. "The smooth matte finish of the new Banana Boat® Dry Balance™ makes it more appealing to reapply throughout the day, which is why I'll be recommending it as a top solution. I'm also thrilled about the expansion of the kids' portfolio to include Kids Sport Sunscreen with PowerStay Technology®. As a mom of three active young kids, I know how busy children are today with their hectic sports schedules. Having a sport-specific sunscreen will give families the confidence to know that their children have heavy duty protection in a formulation that is gentle enough for kids' sensitive skin."

Solution to Sticky Sunscreen

Reapplication of sunscreen throughout the day, every two hours, is an essential aspect of a proper sun care regimen, but many beach and park-goers alike are deterred by the sticky, weighted feeling of their sunscreens. As a solution, Banana Boat® Dry Balance™ Sunscreen was created, formulated to absorb excess moisture and dry with a soft matte finish. The lightweight, non-greasy formula provides safe and effective UVA/UVB protection and has water-resistant formula for up to 80 minutes that keeps you protected from the sun while feeling dry and fresh, so you can enjoy your day – no matter where you are!

Sport Protection for Little Ones

Often, kids have unlimited energy for playtime so families know they need a sunscreen that can keep up with them! With the addition of Banana Boat® Kids Sport Sunscreen Lotion and Lotion Spray with PowerStay Technology® to the Banana Boat® brand kids' portfolio, families now have a solution. Banana Boat® Kids Sport Sunscreen with PowerStay Technology® has a mild fragrance-free formula that won't irritate kids' delicate skin, while still providing heavy duty protection that stays on strong during activities. The tear-free and sting-free formula provides safe and effective broad spectrum UVA/UVB protection and is water-resistant (up to 80 minutes).

For more information about Banana Boat® sun care products, please visit **http://www.bananaboat.com** or **https://www.facebook.com/BananaBoatUS/**.

About Banana Boat® Brand

The Banana Boat® brand offers a wide range of product options that provide today's busy family with 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 like ordinary sunscreens. Banana Boat® sunscreens have undergone testing in seven conditions[2] – 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. Certain Banana Boat® products have carried The Skin Cancer Foundation's Seal of Recommendation for almost two decades.

About Edgewell Personal Care

Edgewell Personal Care manufactures and markets a diversified range of personal care products in the wet shave, skin care, feminine care and infant care categories with well-established brand names such as Schick® and Wilkinson Sword® men's and women's shaving systems and disposable razors; Edge® and Skintimate® shave preparations; Playtex®, Stayfree®, Carefree® and o.b.® feminine care products; Banana Boat® and Hawaiian Tropic® sun care products; Playtex® infant feeding, Diaper Genie® and gloves; and Wet Ones® moist wipes.

[1]Dr. Julie Karen is a paid sponsor of Edgewell Personal Care.

[2]Seven conditions does not apply to tanning or oil products, SPF 100 lotions, lip balms, Kids FREE and Zinc Faces.

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