Hawaiian Tropic® Enlists Influencers To Spread The Indulgent Aloha Therapy Experience

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Bethany Mota, Megan Nicole, and Claudia Sulewski teamed up with Hawaiian Tropic® to launch the NEW Silk Hydration® Weightless line extensions and more!

SHELTON, Conn., May 3, 2017 /PRNewswire/ -- To celebrate the new product innovations from Hawaiian Tropic®, the brand is collaborating with a team of talented YouTube influencers, Bethany Mota, Megan Nicole, and Claudia Sulewski to bring the Aloha Therapy experience to life through a series of videos. Each influencer provides a unique perspective on the indulgence of Hawaiian Tropic® suncare products by highlighting how they are seamlessly incorporated into their everyday passions including: style, music and food.



"We're thrilled to have the opportunity to work with Bethany, Megan and Claudia to co-create a video series showcasing how our new products bring the signature Hawaiian Tropic®, Aloha Therapy experience into their daily lives!" says Elizabeth Gioia, Brand Manager, Hawaiian Tropic®, Edgewell Personal Care.

INTRODUCING THE HAWAIIAN TROPIC® ALOHA THERAPY VIDEO SERIES

Bethany Mota, Megan Nicole, and Claudia Sulewski share how they live an Aloha Therapy lifestyle.

- **Bethany Mota**: With more than 12 million YouTube subscribers and over two billion views, Mota has been frequently named by TIME Magazine, Vogue, and Fast Company as one of the most powerful voices in entertainment. The lifestyle expert turns to the **NEW Hawaiian Tropic® Silk Hydration Weightless® Face** for the proper facial suncare protection she needs.
- **Megan Nicole**: The multitalented, boundary breaking musician prefers to keep her suncare regimen simple! Nicole keeps the **NEWHawaiian Tropic® Silk Hydration® Weightless C-Spray** within reach when she's performing at outdoor concerts or shooting new music videos to keep her skin moisturized and protected.
- **Claudia Sulewski**: The Chicago-born, LA-based lifestyle vlogger and actress uses the **NEW Hawaiian Tropic® Island Sport® SPF 50** while she indulges in an outdoor brunch or playing a game of tennis to stay protected while enjoying fun in the sun. Sulewski can't help but love a fast-absorbing, sweat-resistant, moisturizing sunscreen that has ingredients like mangos and papaya– both fruits she loves to EAT!

In addition the influencer's respective YouTube channels, the exclusive Hawaiian Tropic® "Aloha Therapy" videos can also viewed on the brand **YouTube channel**, **Instagram page**, and **Facebook page**.

NEW PRODUCTS!

Since 1969, Hawaiian Tropic® has formulated their products using the most sensuous, high quality ingredients available. Hawaiian Tropic sun care products are designed to thrill the senses and transport you to the tropics, resulting in a line of protection consumers love to use. Inspired by the islands themselves, Hawaiian Tropic® contains an amazing fragrance that evokes paradise as no other sunscreen can.

The brand is thrilled to announce the launch of two new innovative, sunscreen lines!

1. Hawaiian Tropic® Silk Hydration® Weightless Sun Care – Features a unique, breathable formula with a light, airsoft texture for protection you'll barely feel. Signature hydrating ribbons of luxurious silk protein and Shea Butter provide up to 12 hours of moisturization leaving skin feeling hydrated and pampered like no other sunscreen can. This lightweight sunscreen is blended with exotic island botanicals and the unmistakable Hawaiian Tropic® fragrance.

- ***NEW* Silk Hydration® Weightless Clear Spray** Contains the line's unique, new breathable formula in a new clear spray format for easy application that leaves skin feeling soft, moisturized and indulgent while providing broad spectrum UVA and UVB protection. Available in broad spectrum UVA and UVB SPF 15 and 30.
- ***NEW* Silk Hydration® Weightless Face Lotion Sunscreen** The latest facial sunscreen innovation from Hawaiian Tropic® features the line's signature hydrating ribbons for 12-hour moisturization in a new breathable formula that pampers skin without clogging pores, leaving skin feeling soft, moisturized, and indulgent. Available in broad spectrum UVA and UVB SPF 30.

2. Hawaiian Tropic® Island Sport® Sun Care: Designed to stand up to outdoor activities while making your skin look and feel beautiful. Active protection delivers a non-greasy, fast-absorbing, and sweat-resistant formula that will stay in place during outdoor activities, providing up to 80 minutes of water resistant protection. Offers moisturization to replenish the skin, a light tropical scent and an ultra-light formula to keep skin looking and feeling beautiful. The line includes:

- **Island Sport® Lotion Sunscreen:** Provides an oil-free, non-greasy formula that won't clog pores. Hawaiian Tropic® Island Sport Lotion Sunscreen is available in broad spectrum UVA and UVB SPF 15, SPF 30 and ***NEW* SPF 50.**
- **Island Sport® Clear Spray Sunscreen:** Provides high-performance and indulgent protection in a convenient application format. Hawaiian Tropic® Island Sport Clear Spray Sunscreen is available in broad spectrum UVA and UVB SPF 15, 30 and ***NEW* SPF 50.**

All Hawaiian Tropic® Silk Hydration® Weightless and Island Sport Sun Care products are available in mass, grocery and drug retailers nationwide and online for a suggested retail price of $8.99 - $9.99.

About Edgewell Personal Care

Edgewell Personal Care (NYSE:EPC) manufactures and markets a diverse range of personal care products in the wet shave, skin care, feminine care and infant care categories with well-established brand name products 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 care products and gloves; Diaper Genie® and Litter Genie® disposal systems; and Wet Ones® moist wipes. ©2017 Edgewell. Playtex and all other trademarks are licensed or owned by Edgewell.

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