Hawaiian Tropic Embarks on Bold New Chapter with Launch of "Tana Sutra" Campaign Featuring Alix Earle

05/15/25

The brand's new Tana Sutra guide marks the return of Hot Girl Summer, one playfully provocative position at a time.

SHELTON, Conn., May 15, 2025 /PRNewswire/ -- Hawaiian Tropic, renowned for its signature scent and iconic suncare products, announces the launch of its boldest campaign yet: *Tana Sutra*, a tongue-in-cheek guide of tan-tric positions to achieve the optimal glow. Featuring social media mega star and it-girl Alix Earle, the campaign empowers people to let their flirtiest, most confident selves shine all summer long.

"This is a breakthrough moment for Hawaiian Tropic. 'Tana Sutra' is the largest creative campaign in the history of the brand," said Veronique Mura, SVP/GM at Edgewell Personal Care. "It celebrates Hawaiian Tropic's heritage as the brand which has been inspiring people to unleash their more fun, sexier selves since 1969. This campaign represents a perfect blend of cheekiness, confidence, and glowing skin – and we are thrilled to have partnered with Alix Earle to bring it to life."

Created in partnership with BBH USA, *Tana Sutra* is a playful Kama Sutra-inspired guide, designed to help you get that even, sun-kissed glow which can only be achieved by lathering up and switching up positions every 15 to 20 minutes. Whether it's arching for the "Selfie Stretch" or posing for the "Miami Mist", Alix elevates the campaign with her own take on getting the perfect glow – channeling the carefree spirit of summer and the feel-good power of radiant skin.

Shot on location in Islamorada by LA-based director Aerin Moreno, the campaign spot seamlessly infuses the brand's heritage with Alix Earle's effortless charm. With every frame comes modern femininity, youthful energy and the sun-kissed confidence that has defined the brand for decades.

"Ask any sun-lover, including Alix Earle, and they'll tell you – the secret to an even glow is switching positions every 15 to 20 minutes," said Erica Roberts, Chief Creative Officer at BBH. "That ritual inspired 'Tana Sutra' – our vibrant and flirty glow-getting guide that nods to the brand's iconic history while speaking directly to the bold, radiant energy of now."

The campaign kicks off with a **:60 spot**, setting the tone for a *tan*talizing summer ahead. This launch moment will be amplified across key media channels, including streaming, digital, social and out-of-home placements. The storytelling will continue throughout the season with exciting influencer partnerships, custom mailer deliveries, experiential moments, and a limited-edition release of the brand's illustrated *Tana Sutra* guidebook.

Get in position. Find your glow. *Tana Sutra* summer is here.

About Hawaiian Tropic:
For over 50 years, Hawaiian Tropic has been inspiring consumers to embrace the goodness of the sun by creating sensorial suncare products that nourish and protect your skin. From our signature scents to the skin-loving ingredients infused in our products, we develop suncare that helps reveal the most beautiful, glowing version of yourself. The Hawaiian Tropic portfolio of products includes the iconic Hawaiian Tropic Dark Tanning Oil, Hawaiian Tropic Sheer Touch, Hawaiian Tropic Weightless Hydration, and Hawaiian Tropic After-Sun, among other offerings. For more information, go to **www.hawaiiantropic.com** and follow Hawaiian Tropic on **Instagram**, **TikTok** and **YouTube**.

Press Contacts:
Carmen Zanetti, Edelman, **carmen.zanetti@edelman.com**
Molly Muldoon, Publicis Groupe, **molly.muldoon@publicisna.com**

Hawaiian Tropic teams up with Alix Earle to launch Tana Sutra.

Hawaiian Tropic Logo

View original content to download multimedia:**https://www.prnewswire.com/news-releases/hawaiian-tropic-embarks-on-bold-new-chapter-with-launch-of-tana-sutra-campaign-featuring-alix-earle-302456724.html**

SOURCE Edgewell Personal Care

Powered by SITECORE