

# MARINE-SAFE 100% BIO-DEGRADABLE SPF 50 SUNSCREEN

Flatdog Bodyguard is a natural SPF 50 bio-degradable, zinc- and mineral-based sunscreen lotion, suitable for all skin types.

## WHY ANOTHER SUNSCREEN?

Environmental sustainability is a key driver for us, which is why we developed the Flatdog Bodyguard sunscreen range. Flatdog's unique non-nano, zinc- and mineral-based formulation is:

- water resistant
- vegan-friendly
- eye-friendly
- child- and baby-friendly

Aimed at outdoor enthusiasts who care about the environment, we have formulated an appealing and effective natural SPF 50 sunscreen lotion which applies and spreads easily. It is quick-drying, and absorbed fully and transparently by the skin's surface – which is unusual for a zinc- and mineral-based product.

With its anti-aging properties, this emollient leaves the skin feeling moisturised. It is non-comedogenic, not oily, greasy or sticky, and doesn't seep into and burn the eyes during water sports or perspiring.

The lotion offers high, long-lasting performance with no compromise on efficacy.

Through our unique "MicroBarrierTech™" manufacturing process, we have developed a world-class formulation in the mineral-based sunscreen category.

## CERTIFICATIONS:

- 100% mineral-based
- Dermatologically tested
- Our SPF 50 is laboratory tested to SANS 1557
- CANSA Smart Choice Seal of Recognition Certificate
- EU COLIPA UVA and UVB certified
- 3 years' shelf life
- ISO 24443 / ISO 24444
- Batch and lot numbers with shelf life noted on individual units
- Official Sunscreen Partner for the Ultra Triathlon Series in SA





# INGREDIENTS:

Aqua, Zinc Oxide (non-nano), Soy Bean Oil (Glycine max), Titanium Di-Oxide (non-nano), Cellulose Gum (Hydroxy Ethyl Cellulose), Xanthan Gum, Glycerol Mono Stearate, Baryte, Cetearyl Alcohol, Glycerin, Sustainable Palm Oil (Elaeis guineensis), Baobab Cold Pressed Oil (Adansonia Digitata), Marula Cold Pressed Oil (Sclerocarya birrea), Sodium Benzoate, Potassium Sorbate, Cucumber Potpourri, Iron Oxides, Aloe Vera extract, Ascorbic Acid (Vitamin C), Retinyl Palmitate (Vitamin A), Tocopherol Acetate (Vitamin E)

## MARINE-, SEA-LIFE- AND CORAL REEF-SAFE – FREE FROM “BANNED INGREDIENTS” IN SUPPORT OF GLOBAL SUSTAINABILITY

The Flatdog Bodyguard SPF 50 sunscreen range has been developed specifically NOT to contain any of the recently (21 August 2021) globally banned ingredients\* – including the hormone disrupter homosalate, and those known as benzophenone, oxybenzone and avobenzone, octinoxate (known as octyl methoxycinnamate, a hormone and endocrine disruptor), and octocrylen, as well as certain parabens. These banned ingredients are commonly found in many popular sunscreen products even though the ban has been implemented in seven regions globally. It is also free from the allegedly carcinogenic substance, benzene, nor any derivatives thereof.

**\*These ingredients have been found to cause damage to coral reefs and are known to alter the gender of sea-life.**

Our products are aligned to meet the objectives of COP26 and the Sustainability Development Goals and have been specifically formulated to appeal to environmentally aware distributors and consumers.

## PROFESSIONAL, AMATEUR AND COMMUNITY SPORTS – DRUG-FREE TESTING

Our non-nano product contains 100% natural ingredients in respect of which the UV blockers, being insoluble minerals, are not absorbed into the blood stream, nor can they breakdown into any undesirable compounds as they are extremely stable compared with most chemical sunscreens which contain chemical UV blockers. Such natural ingredients should not have an effect a human endocrine system.





# PRESENTATION & PACKAGING

Flatdog Sunscreen lotion will be available in boldly-branded, co-extruded, recyclable squeeze tubes with flip-top lids for ease of use. We are also actively exploring more environmentally friendly packaging options, as we grow and expand our market.

**Retail will receive minimum order quantities (MOQs) of 15 units in a cardboard carrier box.**



## VOLUMES:

The product is offered to retail in the following tube size:

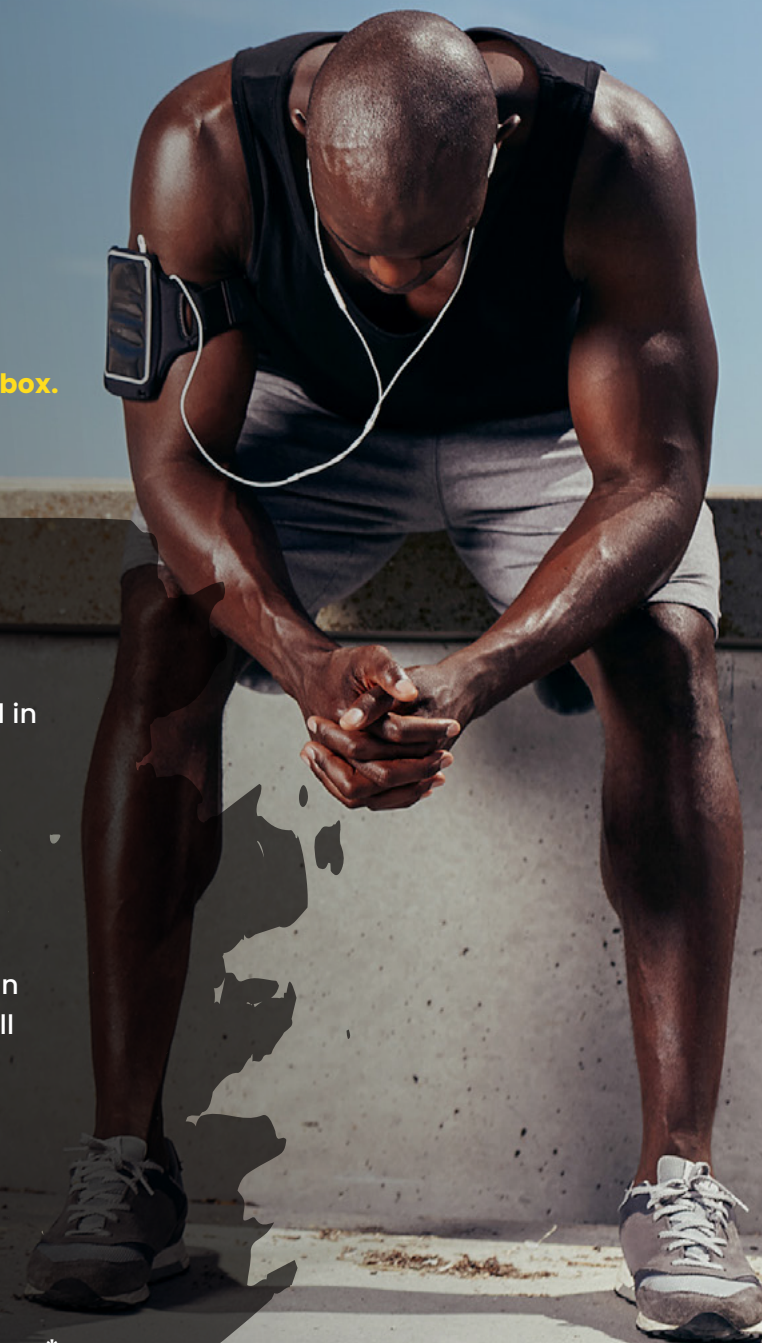
- 100ml

## TONES:

We offer the product to retail in the neutral tone suitable for all skin tones.

## STOCKISTS

- Wellness Warehouse\*
- Takealot
- Western Coast Retail Store\*





# WHY FLATDOG?

## PROBABLY THE BEST SUNSCREEN UNDER THE SUN

The Flatdog Bodyguard SPF 50 sunscreen product range was developed locally (in South Africa), to meet the needs of all environmentally aware **"SUN LOVERS"**. And more specifically, those involved in water sports who care about the impact of damaging chemical sunscreen ingredients on the marine environment. We promote and encourage **"Practicing SAFE SUN"**.

**The product evolved with the need to align with the Sustainable Development Goals (SDG) of 2030 Agenda covering five critical dimensions: people, prosperity, planet, partnership and peace, also known as the 5Ps.**

Flatdog Bodyguard is 100% natural SPF 50 water resistant, bio-degradable, eye-vegan-and baby-friendly. Its zinc-and mineral-based formulation is kind to sensitive skin and has been further formulated to protect coral reefs and the marine environment. It does not contain coral killing or endocrine disruptor UV blockers, which will become increasingly important as we all work towards addressing climate change risks.

**Price Competitive** – As Flatdog is manufactured locally by a reputable manufacturer and includes locally-sourced natural ingredients, it is positioned to rival the top global sunscreen brands and to deliver on its promise: **"Protecting You. Protecting Nature."** We promote practicing Safe Sun exposure, the natural way.

## PROVEN USE:

- Users are typically sports people who are high performers and do not compromise on the quality of their gear and safety products, of which SPF 50 sunscreen rates as one of the most important safety items under the harsh South African sun.
- Flatdog Bodyguard's SPF 50 sunscreen has been rigorously tested and reviewed by NSRI (National Sea Rescue Institute) emergency crew members, competitive post-cancer survivor yachting teams, local Western Cape based amateur and professional sportsmen and women and their families, across multiple sporting disciplines, with two of our sporting ambassadors being international competitors and have represented South Africa this year in triathlons and life-saving.
- It is also perfectly safe for babies and possibly one of the best sunscreens available for babies, acknowledged by CANSA SmartChoice.
- Children with both tactile and olfactory disorders, tested by a registered Occupational Therapist, have also received the product well.
- Sports people and families in various categories have been testing our product through experiential marketing in the Western Cape region since November 2021 with positive reviews...the greatest being that the product does not burn the eyes. These include a wide array of outdoor sports namely, paddling, open water swimming, lifesaving, surfing, running, hiking, emergency users NSRI, yachting, cycling, climbing, tri-athletes, golfers, water-polo players, to name a few.

## TRADE ENQUIRIES:

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