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## ood Debuts Six New Sunscreens in Response to Rising Oxybenzone Levels

Morro Bay, CA (March 1, 2017)—[All Good](#)—makers of organic skincare, healing and sun protection products—will debut six new mineral-based, reef friendly and water-resistant sunscreens at the Natural Products Expo West trade show in Anaheim, CA (booth #3806) taking place March 9-12<sup>th</sup>. This product launch coincides with recent studies by Dr. Craig Downs, Executive Director of Haereticus Environmental Laboratory, concerning oxybenzone and its effect on coral reefs.

All Good's six new sunscreens are chemical free, non-GMO and are made with organic Calendula, an herb grown on All Good's farm that is used to help rebuild damaged skin tissue. The new sun protection formulas are made with all natural and organic ingredients including organic Green Tea Extract for its antioxidant properties and ability to reverse sun damage, organic Rosehip Oil for vitamins A, C, E and beta carotene and organic Buriti Oil for its essential fatty acids and natural sun protection properties. Chamomile is added to the Kid's sunscreen formulas for its calming and soothing properties, making it very gentle on a baby's skin. All Good's new lightweight, non-greasy sunscreens provide broad-spectrum UVA/UVB protection and are water resistant for up to 80 minutes.

### The new line of All Good sunscreens include:

- SPF 30 Sport Sunscreen Spray
- SPF 30 Kid's Sunscreen Spray
- SPF 30 Sport Sunscreen Lotion
- SPF 30 Kid's Sunscreen Lotion
- SPF 50+ Sport Sunscreen Butter Stick
- SPF 50+ Kid's Sunscreen Butter Stick

In conjunction with the new sunscreen launch, All Good will begin initiatives to educate consumers about harmful additives and chemicals like oxybenzone, which is found in more than 3,500 sunscreen products worldwide. Dr. Craig Downs's [2016 oxybenzone report](#) indicates that oxybenzone is not only an endocrine disrupter, but has damaging effects on coral reefs including deformity and death. In support of these latest scientific studies, All Good will launch a public website on March 8, 2017 announcing its [#ReefFriendly campaign](#). The interactive website will feature information and resources to educate consumers about the [dangers of oxybenzone](#) sunscreens and highlight [criteria](#) for choosing the safest sun protection formulas.

"Being a producer of natural, mineral sunscreens has never felt more important," says All Good Founder and President Caroline Duell. "All Good has recognized the potential hazards from chemical sunscreen ingredients all along. Thanks to the work of Dr. Craig Downs and his team of collaborators we now have the data to show the massive levels of toxicity they are causing, and we have used our infrastructure to create sunscreens that help combat this issue."

### About All Good

Founded in 2006, [All Good](#) offers a collection of all-natural skincare products made from simple plant-based ingredients. From chemical-free zinc sunscreens and sore muscle recovery spray to silky smooth lip balms, lotions and coconut oils, All Good supports an active, healthy lifestyle with their organically grown formulas. Located in Morro Bay, CA, All Good is a B Corporation and member of 1% for the Planet. Dedicated to social and environmental responsibility, All Good endorses the Campaign for Safe Cosmetics by testing its products on humans rather than animals. Available online and in 3,000+ retailers nationwide including health food stores, outdoor sports shops and high-end gift shops. Learn more about All Good at [www.AllGoodProducts.com](http://www.AllGoodProducts.com) and follow on [Facebook](#), [Twitter](#) and [Instagram](#).