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## All Good Expands Presence in Hawaii with #ReefFriendly Sunscreen Campaign and Events

Morro Bay, CA (April 12, 2017)— [All Good](#)- makers of organic skincare and #ReefFriendly sunscreens- is excited to attend four events in Hawaii to educate consumers about the dangers of chemical sunscreens and the effects they have on coral reefs. The brand will host community events at Down to Earth in Honolulu in Oahu and Kahului in Maui on April 19. All Good will lead a “Chemical vs. Reef Friendly Sunscreen” discussion, and the first 25 people through the door will receive a free #ReefFriendly sunscreen. All Good will also partner with the Hawaii Green Party at the Haiku Flower Festival on April 22 at Haiku Elementary for a sunscreen swap. Participants can exchange their chemical-based sunscreen for an All Good mineral-based product at no charge. And last, look for All Good at the 9<sup>th</sup> Annual OluKai Ho’olaule’a SUP race on April 29 and 30 as the official sunscreen partner.

All Good is mobilizing resources that focus on protecting the coral reefs in the Hawaiian Islands and beyond. After attending the 2016 International Coral Reef Symposium, a gathering of ocean steward scientists who study the dangers of chemical sunscreens on marine ecosystems, All Good Founder and CEO Caroline Duell was inspired to take action and launch a #ReefFriendly sunscreen awareness campaign.

With rampant coral bleaching and die offs spreading around the globe, [emerging studies](#) show the dangers that chemical sunscreens pose to coral reefs. Common sunscreen chemicals like oxybenzone, octinoxate, PABA, avobenzone, octocrylene, plus preservatives like parabens and triclosan all have deleterious impacts on the biological functions of coral reefs and marine life. Humans deposit over 14,000 tons of chemical sunscreens into coral reefs annually, adding another danger to these ecosystems already suffering from the effects of climate change and runoff pollution. The severity of this issue has caused the Hawaiian State Legislature to propose legislation banning certain chemicals from sunscreens.

“Most people don’t know that chemical sunscreens are damaging the world’s coral reefs,” says All Good Founder and CEO Caroline Duell. “We want people to understand that chemical sunscreens are harmful and that there are environmentally-friendly sunscreen options available. We also believe this is the perfect time to shake up our relationship with the chemical sunscreen industry and push for change.”

Since the beginning, All Good has maintained its dedication to plant-based and chemical free products. To learn more about All Good and their products, visit [www.AllGoodProducts.com](http://www.AllGoodProducts.com). To learn more about All Good’s #ReefFriendly campaign, visit <http://allgoodproducts.com/reef-friendly/>.

### Upcoming Events:

April 19 | [Reef Friendly Sunscreen: Why Does It Matter?](#)  
Down To Earth, Honolulu | 2525 South King Street | 6:00 -7:00pm | Free

April 19 | [Reef Friendly Sunscreen: Why Does It Matter?](#)  
Down To Earth, Kahului | 305 Dairy Road | 12:00 -1:00pm | Free

April 22 | [Haiku Flower Festival](#) | Sunscreen Swap  
Haiku Elementary School | 105 Pauwela Road | 9:00am - 4:00pm | Free

April 29 + 30 | [9th Annual OluKai Ho’olaule’a](#) | SUP, OC1, OC2 Races  
Kanaha Beach Park, Maui | All day | Cost varies

### About All Good



**NO**

**Chemical Ingredients**

Oxybenzone, Octinoxate, Octocrylene, PABA, Enzacamene, Octisalate, Homosalate, and Avobenzone - the Ugly Eight!

**Toxic Preservatives  
or Additives**

Parabens, Pthalates, Triclosan, Microbeads

**YES**

**Zinc Oxide**

Make Sure It Is Non-Nano Zinc Oxide

**3rd Party Testing**

Don't Take Our Word For It - Or Theirs  
Make Sure The Sunscreen Is 3rd Party Tested!

Protect Coral Reefs: Choose All Good and Take the Reef Friendly Sunscreen Pledge Today!  
[allgoodproducts.com/reef-friendly](http://allgoodproducts.com/reef-friendly)

Founded in 2006, [All Good](http://AllGood) 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 in the U.S. and Canada 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](https://www.facebook.com/allgoodproducts), [Twitter](https://twitter.com/allgoodproducts) and [Instagram](https://www.instagram.com/allgoodproducts).