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All Good Aims To Educate Consumers on the Dangers of Oxybenzone Sunscreens Through #ReefFriendly Campaign

Morro Bay, CA (February 9, 2017)—[All Good](#)—makers of organic skincare, healing and sun protection products—aims to educate consumers on the dangers of oxybenzone, a chemical found in sunscreen and personal care products known to damage and kill coral reefs.

With a greater understanding of the impacts of Oxybenzone on marine ecosystems and, specifically, coral reef environments, All Good is developing a set of criteria for manufacturers, businesses and consumers to consider when making or purchasing sun care products. By Earth Day 2017, a suite of #ReefFriendly campaign materials and information will be made available to the public at large, and distributed by All Good, partners and allies.

“Being a producer of natural, mineral sunscreens has never felt more important,” says All Good Founder and President Caroline Duell. “We’ve recognized the potential hazards from chemical sunscreen ingredients all along, but thanks to the work of Dr. Craig Downs, Executive Director of Haereticus Environmental Laboratory, and his collaborators at the U.S. National Oceanic & Atmospheric Administration, and the Universities of Hawaii, Central Florida, and Tel Aviv, we now have the data to show the massive levels of toxicity they are causing.”

Oxybenzone (benzophenone-3) is a chemical used to absorb and protect against UVB and UVA rays and is found in more than 3,500 sunscreen products worldwide, as well as personal care products such as lipstick, shampoo and mascara. A 2016 oxybenzone [report](#) lead by Dr. Downs indicates that the chemical is not only an endocrine disrupter, but has damaging effects on coral reefs including deformity and death. Coral Reefs—also called the “rainforests of the sea”—are some of the most diverse ecosystems in the world; thousands of species and millions of people depend on reefs for protection and food. Scientists say it only takes one drop of oxybenzone in six-and-a-half Olympic-size swimming pools’ worth of water to do serious harm. Humans are contributing over 14,000 tons of sunscreen into coral reefs each year. Levels of oxybenzone in seawater surrounding coral reefs in Hawaii and the US Virgin Islands were found to be 12 times higher than the concentration that damages coral. But the effects of oxybenzone don’t stop there. “In marine mammals, oxybenzone accumulates in the fatty tissue,” says Dr. Downs. “So if a mother is nursing its infant and the oxybenzone is passed onto the juvenile, it could have a lifelong development effect.”

“Reduction of oxybenzone pollution in the environment can reduce the influence oxybenzone has to induce corals to bleach,” say Dr. Downs. “Oxybenzone accumulates in an organism over time so the longer the exposure, the higher the concentration of oxybenzone in the coral tissue.”

“Coral Reefs are literally being blanketed everyday with poisons, and we have the opportunity to prevent this from happening, simply by educating consumers to make #ReefFriendly choices,” adds All Good President, Caroline Duell. “The best news is, the solution already exists!”

***Sources include Dr. Craig Downs, Executive Director of Haereticus Environmental Laboratory, the [Archives of Environmental Contamination and Toxicology](#), and [MarineSafe.org](#).**

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 and follow on [Facebook](#), [Twitter](#) and [Instagram](#).