

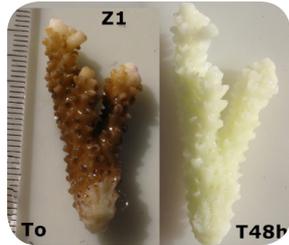
Ecoreach SunBioCare

The protection of marine environments and of their biodiversity is a priority for a sustainable future for humanity. Scientific evaluation of the impacts of the compounds released into the marine environments is more and more important.

Personal care products and sunscreens **have a very strong impact on the ecosystems**, especially on marine ones tropical environments and on coral reefs.

The researchers of the Polytechnic University of Marche have demonstrated that, even at very low concentration, all sunscreens are able to induce coral bleaching*. Even one drop of the most commonly-sold sunscreen (such as the ones containing parabens) can kill and bleach a square metre of coral reef.

*Sunscreens cause coral bleaching by promoting viral infections (2008). Environmental Health Perspectives 116: 441-447.



Coral bleached after being exposed to low concentrations of commercial sunscreens.



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THE LAST GENERATION OF SUNSCREENS

The SunBioCare is a biological sunscreen and a product of the research carried out at the Polytechnic University of Marche. It is completely eco-compatible and has been scientifically tested by marine biologists on the Maldivian reefs to guarantee the full protection of marine life and biodiversity.

An eco-compatible product doesn't harm or change organisms, communities or marine habitats as a whole. Not all the biodegradable products are eco-compatible. Only an eco-compatible product such as SunBioCare can be used without any restriction since it defends both human and marine health and biodiversity.

ECOLCARE: certifying that this product doesn't harm the environment

Ecoreach has created the EcolCare™ certificate, that, by means of scientific tests, evaluates the impact of commercial products in relationship with their compatibility with ecosystem health. The tests are based on three species of model marine organisms that are exposed to very low concentrations of product for some days. Their physiologic and behavioural responses are then evaluated, without resorting to sacrifice or suffering of the organisms involved, allowing to classify all the products according to levels of eco-sustainability. The test includes organisms belonging to different trophic levels and thus reflects the complexity of marine trophic networks.

EcolCare (trademark by Ecoreach Ltd) attributes to each product an eco-compatibility score according to a scale going from H, which stands for a high impact on marine systems, to **A+++**, which stands for total eco-compatibility (*top ecofriendly*).



According to the test results, the SunBioCare sunscreen resulted as **A+++**, or **TOP ECOFRIENDLY**. SunBioCare is 100% eco-compatible. Both box and bottle are completely biodegradable 100% (the lid must be separately disposed as plastic).



Features of the MarineCare sunscreen

All filters and the products tested for the SunBioCare sunscreen have been proven to guarantee:

maximum protection of your skin from sunlight thanks to the last-generation of physical filters working on a wide range of wavelengths: anti-UVA e UVB;

maximum photostability thus maximum protection over time;

maximum eco-compatibility to prevent any damage to marine life and reef biodiversity;

maximum pleasure on skin thanks to natural hydrating agents and with a fresh perfume based on orange/ grapefruit natural extracts.

All the components of the SunBioCare cream have been tested at sea and in the laboratory and have been chosen to guarantee the maximum skin protection,

limiting the risk for irritation and reddening. The patented formulation **excludes all the components that might be harmful for the marine environment** (ethylhexyl methoxycinnamate, benzophenone-3, 4-methylbenzylidene camphor, parabens). Check your old sunscreen: should it contain any of the aforementioned components, it might be harmful for the marine environment.

SunBioCare **only contains eco-compatible compounds.**



Biodegradable bottle and recyclable container

The bottle used for the SunBioCare sunscreen is completely recyclable. The lid must be disposed as plastic.

The external container is made of recycled cardboard, not artificially bleached (FSC®-certificated), conforming with the highest European standards. The inks used are the most eco-compatible.

With MarineCare you won't pollute

WWF and UNEP (United Nations Environmental

Programme) estimated that the world oceans contain about 6,4 millions of tons of waste and that most of those aren't biodegradable, while sea, sun and waves reduce plastics in very fine particles, a fiftieth of millimetre wide, that stay suspended in water and enter marine organisms, damaging them.

About 250 billions of plastic micro-particles are estimated to be on beaches of France, Spain and Northern Italy, Spagna e Nord-Italia, killing organisms.

Plastic bags are the fourth kind of waste most frequently found along Mediterranean beaches (8,5% of total wastes), followed by plastic bottles (9,8%), cigarettes and cigarette butts.

The waste accumulation on the seafloor reduces oxygen available for marine life and often irreversibly damages marine organisms.



An Italian product

This cream has completely been produced in Italy by Ecoreach Ltd, a society created by the Polytechnic University of Marche, with long-time experience in the field of marine research and personal care products.

Ecoreach products are selected by means of experi-

ments carried on in the world oceans and in the Mediterranean sea and published on the most eminent scientific journals (for in-depth search: *Sunscreens cause coral bleaching by promoting viral infections* (2008). Environmental Health Perspectives 116: 441-447).



Ecoreach's mission is that of creating eco-sustainable products, perfectly compatible with the environment and able to protect marine ecosystems and their biodiversity.

Ecoreach Ltd also does scientific divulgation, to make everybody more aware of the damage done to the environment by human products and activities.



Warning

Take specifically care of exposing children to sun and don't expose children less than 3 years-old to direct sunlight. Never sunbathe during the hottest hours. Apply again the sunscreen after any bath. Avoid eye contact. In case of contact, rinse profusely with water.

