Beyond Coastal Earns Top Ratings from the EWG for Fifth Consecutive Year

Sun Valley, ID (June 6th 2016) – Beyond Coastal, manufacturer of premium sun care products, announced today that it received top honors in the Environmental Working Group’s (EWG) annual sunscreen guide holding three of the top five spots out of 435 total product submissions in the non-mineral sunscreen category (complete results here). In fact, Beyond Coastal is the only brand to receive top (1 or 2) “Low Hazard” rankings for 100% of its sunscreen and lip balm products in both the mineral and non-mineral sunscreen categories. EWG is an independent non-profit consumer resource group that provides consumers with ratings on protection levels and ingredient safety on over 1,000 sunscreens, facial screens and lip balms. 2016 marks the EWG’s 10th annual sunscreen guide which rates products on a scale of 1-10, 1-2 being “Low Hazard”, 3-6 being “Moderate Hazard” and “7-10” being “High Hazard”. All nine of the brand’s sunscreen and lip balm products received top rankings, indicating a low hazard and thus being recognized among the safest brands the market.

“We are proud to be recognized for the fifth year in a row by the Environmental Working Group (EWG) as one of the safest sun care brands on the market, ” said Tom Ferries, Director of Marketing at Beyond Coastal Sun Care. “We work hard to ensure that all of the ingredients in both our mineral and non-mineral sunscreens are the very best quality and the healthiest for our consumers. This rating from the EWG confirms we continue to achieve this goal year over year. ”

Beyond Coastal has made a point to ensure their water-resistant and broad spectrum UVA/UVB protecting formulas are distinguished by their premium antioxidant-rich inactive ingredients such as grape seed extract, jojoba oil and coconut oil to name a few. These inactive ingredients work to nourish, repair and hydrate the skin. All sunscreen formulas are comprised of about 80% inactive ingredients and Beyond Coastal is committed to using these premium, antioxidant-rich ingredients to keep its users safe.

“Being among top rated in the Beach and Sport Sun Screen section of the EWG Skin Deep Guide instills confidence in our consumers that no matter what,
Beyond Coastal products are the best choice, the healthy choice for anyone who spends time outside under the sun,” says Mike Neary VP of Sales for Beyond Coastal.

For more information on Beyond Coastal visit www.beyondcoastal.com or contact cassie@whitecloudcommunication.com

ABOUT BEYOND COASTAL

Beyond Coastal was founded in 2006 with the goal of offering the cleanest, healthiest sun care products possible at a reasonable price. For the fifth year in a row, the Environmental Working Group (EWG) rated Beyond Coastal among the safest sunscreen brands on the market. In fact, it is the only brand to receive top “Low Hazard” rankings for 100% of its products in both the non-mineral and mineral categories this year. The sun care brand’s formulas are carefully crafted to offer true broad-spectrum protection and are packed with moisturizing botanical antioxidants that nourish, repair and hydrate your skin. The company is headquartered in Sun Valley, Idaho

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