

People4Ocean®
100% Australian Made & Owned

Press Brief People4Ocean



PEOPLE4OCEAN.COM

Contents

Our Story

Company Facts

Our Team

Past Press

Audio/ Videos

Non-for-profit Involvements

Social Media

Photos

FAQs

LAVENDER - YLANG YLANG - PATCHOULI - VETIVER ROOT - GERANIUM

All our sunscreens are infused with a **signature botanical aroma** exclusively composed by our beauty partners LaGaia Unedited. We are cruelty free & 100% Australian-made. We manufacture using solar energy and sustainable practices. Formulas are TGA-approved, toxin-free and truly reef-safe.

Need more info?

Please write us at info@people4ocean.com or contact Louise Laing at +61(0)400809909. Thank you.

Our Story

Coral reefs around the world need our help.

In the past 50 years, global warming, overfishing and land use have killed over 50% of reefs worldwide, compromising marine biodiversity and millions of human livelihoods directly dependent on healthy reefs.

Recently, a new kind of threat was discovered on the reef...sunscreen pollution

Chemical UV-filters contained in 97% of sunscreens have been linked to coral death and disease, causing hormonal disruption, coral bleaching, DNA damage and the paralysis of the coral larvae.

We are not exempt from these impacts.

Applied to the skin, chemical sunscreen enters the bloodstream and contaminates breastmilk, causing a cascade of hormonal disruption within the body.

Our founders, Austin & Louise, are reef scientists and partners in life. They travel the world to restore reefs most at risk and find new solutions to raise awareness for their protection.

Seeing the impacts sunscreen had on the ecosystems they were dedicating their life to protect, they set out on a journey to create a sun care harmless to themselves or ocean life.

People4Ocean Sun Care excludes all ingredients susceptible to harm your skin and fragile marine life. Formulas exclusively use mineral active ingredients coupled with skin-loving botanicals to naturally protect and nourish the most sensitive skins, under this harsh Australian sun.

With P4O sun care, applying sunscreen becomes more than a personal act. It contributes to ending sunscreen pollution in our Oceans and helping reef ecosystems most at risk.

Going further, your purchase directly helps restore reefs worldwide, by funding our #coralfullworld missions, dedicated to helping impactful non-for-profits working at preserving coral reefs ecosystems worldwide.

That's why when you choose P4O Sun Care, you Protect More than your Skin™.

Company Facts

- People4Ocean (P4O) was founded in 2014, providing consultancy services in the management and restoration of coral reef ecosystems. It made its reputation within the scientific community working with international NGOs and renowned establishments.
- In recent years, a new kind of threat was detected on Hawaiian coral reefs: sunscreen pollution. Further scientific studies revealed the deadly impacts several chemical UV-filters have on marine life and coral reefs.
- In a unique collaboration, P4O later joined forces with Australian skincare brand LaGaia Unedited to create a safe and natural alternative to chemical sunscreens while raising awareness for reef ecosystems. P4O Sun Care was launched in May 2018 in Melbourne, Australia.
- P4O is now established across Australia and ships to customers around the world. We serve over 40 hotels, resorts and spas in Australia, New-Zealand, Fiji and Seychelles combined – with most iconic establishments including Six Senses Resorts, The Ritz-Carlton, Qualia Resort, Constance resorts and Raffles hotels. Find our locations here.
- We are 100% Australian made & owned. We manufacture our products locally and partner with Australian businesses for all packaging and brochures.

Our Mission: Protect More than Your Skin™

Most sunscreens brands – including prestigious names – include many chemical compounds. When entering the ocean, these ingredients affect marine life in many ways. To address this new environmental threat, Hawaii recently banned two UV-filters [Oxybenzone & Octinoxate] in cosmetics to protect its coral reefs. In Australia, a country where rates of skin cancer and coral bleaching reach record highs, we took the challenge of addressing skin and oceanic wellness hand-in-hand. With formulation, P4O goes further... We simply say NO to all 12 ingredients suspected to harm our skin or natural ecosystems.

What affects marine life also affects us... The very same ingredients have been linked to kidney and liver dysfunction, hormonal disruption. In 2012, the Environmental Working Group released a [report](#) recommending that sunscreens be free of oxybenzone due to potential links to cell damage that may lead to skin cancer. Applying chemical sunscreen on the skin directly affects our health via the bloodstream. A study in 2012 found Oxybenzone in 96% of urine samples in the USA. More concerning even, several UV-filters were detected in Swiss breast milk samples.

Press Brief | People4Ocean Sun Care

P4O Sun Care offers natural formulas with spa-quality ingredients, transcending the codes of sun protection and wellness.

We believe our sun care solutions - and the people that use them - can be a driving force to preserve and restore reefs worldwide. Combining eco-conscious sun care products and reef care services, we address skin and ocean wellness hand-in-hand and further commit to our fundamental core - *Giving Back to our Oceans* - by donating a percentage of product sales towards our #coralfullworld missions aiming to restore and protect endangered reefs worldwide. By doing so, P4O Sun Care is turning sun protection - a potential driver of reef destruction - into a powerful tool for the protection and rehabilitation of these vital ecosystems. So far, P4O sales have allowed to support NGOs, train people and plant corals in Seychelles, Fiji and French Polynesia.

Our Team

FOUNDERS | Austin & Louise Laing

With the ocean as a common passion, our founders were partners in life before they were partners in business. Austin and Louise met on the Great Barrier Reef during their studies of coral reefs and tropical ecosystems at James Cook University (Queensland, Australia). In 2015, they travelled to the Indian Ocean to coordinate a USAID funded, large-scale reef rehabilitation project in Seychelles. They dedicated the following years of their life to protecting hectares of pristine coral reefs and undertook their rehabilitation after the devastating impacts of the 2016 mass coral bleaching event. The idea for P4O Sun Care followed scientific findings on the lethal impacts of chemical UV-filters on corals, adding to the long list of threats responsible for the decline of reefs worldwide. Austin and Louise returned to Australia in 2018, determined to raise awareness on this issue. They created P4O products as a solution to turn sunscreen pollution - a driver of coral reef degradation - into a driver for their protection as the brand commits up to \$1 per product sold towards impactful reef restoration projects worldwide. They now share their time between the sun care business and sharing their knowledge of the reef through the #coralfullworld missions.

FORMULATION PARTNERS | LaGaia Unedited

Born 20 years ago and evolving ever since, LaGaia Unedited is a pH balanced, scientifically formulated range infused with potent vitamins, botanical extracts and gems from Nature to provide unsurpassed results through simple skincare



P4O Distribution Pty Ltd | ABN: 14 882 675 027

info@people4ocean.com | 34, Church St, Abbotsford 3067 VIC, Australia

Press Brief | People4Ocean Sun Care

routines. Together, Dr. Jean and Kristen [mother & daughter] have modernised archaic constructs of the beauty industry and redefined 'wellness and beauty' and what they really mean to men and women globally, with the concept of Unedited Beauty, where skin radiates 'au naturel'. In 2018, they co-create the P4O Sun Care range, infusing years of experience and science into the making of natural yet performant sun care products, and giving 'sun-block' a new dimension. Discover LaGaia Unedited at www.lagaia.com.au.

In the Press

<http://www.seychellesnewsagency.com/articles/9317/Sunscreen+kills+coral+Seychellois+team+selling+safer+product+for+ocean>

<https://www.chasingcoral.com/2018/05/23/reef-safe-sunscreen-need-know/>

<https://djtigerlily.com/reviews/2018/11/5/people-4-oceans>

<https://www.absolutemagazine.co.uk/people4ocean-p4o-is-excited-to-announce-the-launch-of-their-exclusive-sun-care-range/>

<https://ecowarriorprincess.net/2018/06/louise-naima-laing-marine-biologist-co-founder-people4ocean/>

<https://www.bodyandsoul.com.au/beauty/news-reviews/protect-your-body-and-the-planet-with-these-excellent-reeffriendly-sunscreens/news-story/53f45f4dbed58014dee15b6f620032c7>

<https://www.audreydaybook.com/2019/11/11/how-to-be-sure-your-sunscreen-is-ocean-friendly/>

Audio/ Videos:

<https://omny.fm/shows/you-beauty/dj-tigerlily?t=7m55s>

<https://www.youtube.com/watch?v=FfUFx6DEHol>

<https://www.instagram.com/tv/B9KWx4dAX2D/>

Non-for-profit involvements:



P4O Distribution Pty Ltd | ABN: 14 882 675 027

info@people4ocean.com | 34, Church St, Abbotsford 3067 VIC, Australia

Press Brief | People4Ocean Sun Care

P4O Sun Care donates a percentage of all sales towards its Reef Restoration Fund, dedicated to supporting reef restoration efforts in Australia and worldwide.



P4O also created the #CoralFullWorld missions, where the P4O team travels the world to train people and counsel groups involved in reef restoration activities.

Watch the video of our last missions in Tahiti

<https://www.instagram.com/tv/B9KWx4dAX2D/>

Social Media:

Instagram | @people4ocean | 1,651 Followers

Facebook | @people4ocean | 1,273 Followers

Youtube | People4Ocean Sun Care |

https://www.youtube.com/channel/UC3BXn5zPAQAfOmSDo_4VsSw

Photos:

High resolution photos are attached to this email.

FAQs:

See next page

1. WHAT MAKES PEOPLE4OCEAN SUN CARE UNIQUE?

P4O Sun Care is a world-first collaboration between marine biologists and Australian skincare specialists joining forces into a one-of-a-kind sun system eco-consciously formulated to protect sensitive Australian skins & ecosystems. P4O Sun Care is also so much more! A percentage of all sales contribute to supporting impactful reef rehabilitation projects worldwide. Read more about your contribution to coral reefs at people4ocean.com/coralfullworld.

2. WHERE ARE P4O PRODUCTS MADE?

All our products and packaging are made, tested and filled in Australia. Supporting home businesses and sustainable work practices is important to us. Did you know even our signature pouch is hand-made in Melbourne (Brunswick) from up-cycled cotton? We save discarded cotton off-cuts and turn them into beautiful carry pouches. Watch the story of the pouch on Instagram @people4ocean.

3. WHAT IS THE ACTIVE INGREDIENT IN P4O SUNSCREEN?

We use **zinc oxide** as our only active ingredient, and here is why:

- It is the only reef-safe UV filter available.
- Zinc oxide provides excellent broad-spectrum protection and has several advantages over synthetic actives. Zinc particles sit on top of your skin and act as a reflective barrier (exactly like a mirror) to block both UVAs & UVBs from penetrating your skin and causing damage and ageing.
- It is the only FDA* and TGA** approved broad-spectrum sun protection ingredient, and unlike any other active ingredient, its concentration in a product has no limitation. It is also the EWG (Environmental Working Group) n°1 ingredient for sun protection.
- Zinc oxide is also effective for healing the skin. It can be used to heal wounds, reduce the tenderness associated with sunburns and soften chapped skin. It is sometimes used as an acne treatment - it is believed to reduce the appearance of blemishes and reduce skin irritation and inflammation, reducing the number and severity of acne breakouts.

* Food & Drug Administration (US).

** Therapeutic Goods Administration (AU).

4. WHAT DOES BROAD SPECTRUM MEAN?

A broad-spectrum sunscreen protects your skin from both UVA (responsible for skin ageing) and UVB (responsible for the burn) rays. P4O sunscreen exclusively uses zinc oxide - a mineral UV filter that provides natural broad-spectrum protection by reflecting both UVA and UVB away from the skin.

5. HOW DOES SPF50+ DIFFER FROM SPF30?

No sunscreen actually blocks 100% of UV rays. SPF50+ sunscreens offer similar levels of UVB protection as SPF30 sunscreens but offer extra UVA protection. SPF50+ sunscreens allow 1/50th of ambient UV radiation through but filter out 98% of UVB radiation. SPF30 sunscreens admit 1/30th of ambient UV radiation, but block out 96.7% UVB.

6. ARE P4O PRODUCTS SAFE FOR KIDS & PETS?

Yes, our products are designed for all skins, even the most sensitive. At P4O, we believe all skins deserve the best sun protection and that natural sunscreen should not be exclusively recommended on babies. We use certified natural and certified organic ingredients and exclude all nasties such as Parabens, fragrances, synthetics or dyes. The aroma of our sunscreen comes from a signature essential oil profile. We use a blend of Shea Butter and Tasmanian beeswax for water resistance, so the cream doesn't run or sting the eyes. Unlike chemical sunscreens (Oxybenzone, Octocrylene, Avobenzone, etc.), P4O sunscreen and other mineral based sunscreens are safe to use on children under 2 years old. However, we do recommend keeping children under 6 months out of the sun or to consult your doctor.

7. ARE P4O PRODUCTS SAFE TO USE WHILE PREGNANT/NURSING?

Yes, our sunscreen is completely safe to use if you are pregnant or breast-feeding. Our active ingredient is 22% zinc oxide which is the only UV filter that stays on top of the skin and won't enter the bloodstream. We have collaborated with a luxury skincare formulator to create a spa quality product with natural ingredients such as Shea Butter and Tasmanian beeswax for water resistance. We also infuse a garden of botanical flowers and vitamins for pH balanced and enhanced soothing and rehydration.

8. ARE P4O PRODUCTS VEGAN?

P4O SPF50+ sunscreen (100 mL) and After Sun 3-in-1 Gel are vegan-friendly as they don't contain any animal derivative. The only ingredient not considered vegan in P4O sunscreen is our sustainably harvested Tasmanian beeswax (used for water-resistance), which is a bee product. It is removed from the hive in a way that neither

the bees nor the hive is harmed. While some people consider this to be an animal derivative, others don't. It's entirely up to you!

9. WHAT DOES REEF-SAFE MEAN?

Many sunscreens contain ingredients that wash off our skins (or down the drain) to harm coral reefs, even at very small concentrations. Using a "reef safe sunscreen" means that no ingredients in that product will cause detrimental effects to marine life. Remember that certain brands falsely claim to be "Reef-Safe" but actually contain harmful chemicals, so always check the label for toxic ingredients: oxybenzone, avobenzone, octinoxate, octocrylene, parabens, etc.

10. WHAT IS THE SHELF LIFE OF P4O products?

The shelf-life of P4O products is 3 years (36 months). You can find the expiry date at the very top of your sunscreen tube, on the back side of the seal. After opening, we recommend using your sunscreen within 6 months.

11. ARE P4O SUNSCREENS WATER-RESISTANT?

Yes, our sunscreens are TGA*-approved for up to 3-hour water resistance when used in accordance with direction required for effective sun protection. Because most people don't apply enough, dermatologists recommend re-applying sunscreen every 2 hours or more after swimming, sweating or towelling.

*Therapeutic Goods Administration

12. DOES P4O SUNSCREEN LEAVE SKIN WHITE?

No, it doesn't! Simply apply P4O sunscreen generously and evenly, then rub mindfully to cover the desired area. This way, the cream will leave a reflective invisible screen, leaving your skin fully protected. Our formula contains nourishing ingredients such as shea butter, grape seed, carrot seed and lavender oil for a glowing, balanced and hydrated skin.

13. ARE YOUR PRODUCTS CRUELTY FREE?

Yes they are! We don't test any of our products on animals.

14. ARE THERE FRAGRANCES IN P4O PRODUCTS?

No! We don't use any fragrances or any "nasties". To learn more about the ingredients in our products, visit our website people4ocean.com.

15. WHAT IS THE LIST (AKA "HEL" LIST) OF INGREDIENTS THAT POSE A THREAT TO ECOSYSTEM HEALTH?

Many sunscreen and cosmetic formulas contain chemicals that are known pollutants in many different environments (freshwater streams, river, beaches, and ocean systems) or wildlife (corals, fish, birds, marine mammals, sea turtles). All of them pose a threat to Ecosystem Health. The US-based Haereticus Environmental Laboratory have come up with a list of chemicals and attributes in personal care products (e.g., sunscreen lotions and sprays) that are found in a number of different aquatic and marine ecosystems that can have a detrimental effect on their existence. They call this list of chemicals and physical-attributes the "HEL LIST." It includes:

- Oxybenzone
- Octinoxate
- 4-methylbenzylidene camphor
- Octocrylene
- Para-aminobenzoic acid (PABA)
- Any kinds of Parabens
- Triclosan

N.B. For more information, please write us at info@people4ocean.com or contact Louise at 0400809909. Thank you.