

Hawai'i's Kuleana® Skincare Line Launches Natural, Reef-Safe Sunscreen

Sunscreen Formula Free of Oxybenzone and Octinoxate



Maui, Hawai'i - (September 18, 2018) - Kuleana®, a new skincare line created in Hawai'i, adds a natural sunscreen to its product offerings to protect consumers and coral reefs while supporting environmental nonprofits in Hawai'i. Kuleana® Sunscreen is made from plant-based oils, minerals, and other reef-safe natural ingredients and does not contain ecologically harmful chemicals such as oxybenzone and octinoxate - two chemicals known to be toxic to corals and other marine life and recently banned by Hawai'i's new sunscreen law. In addition to its environmentally friendly formulation, Kuleana Sunscreen aims to support environmental organizations in the state through its membership in 1% for the Planet, a global organization that connects dollars and does to accelerate smart environmental giving.

"We are proud to offer consumers another natural product that aligns with our state's environmental goals to protect and preserve fragile marine ecosystems, including coral reefs," said Joy Galatro, marketing director at Maui-based Pacific Biodiesel, Hawai'i's pioneering renewable energy company and parent company of Kuleana. "Practicing sustainability and protecting the environment are central to our company's mission. With this product, we're able to offer an earth-friendly and effective sunscreen choice for consumers while giving back to local nonprofits that are doing important work for our environment. We believe this is our responsibility, our kuleana."

Formulated, tested and produced in an FDA-compliant facility, Kuleana Sunscreen offers broad-spectrum UVA/UVB SPF 30 protection, remains water resistant for 80 minutes, and works well with all skin types. It contains a sheer, non-whitening zinc oxide that rubs in clear, allowing for application with or without makeup and ideal for daily use with other Kuleana skincare products. The product contains an innovative "clear" zinc oxide which leaves no detectable nanoparticles in the final product. Because they are porous, the zinc clusters appear clear on the skin, eliminating the undesirable "whitening" appearance common with most non-nano zinc sunscreens.

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Hawai'i's Kuleana® Skincare Line Launches Natural, Reef-Safe Sunscreen (continued)

Vegan, cruelty-free, and without synthetic fragrances or colors, Kuleana Sunscreen is formulated with macadamia nut oil and sunflower oil made from locally grown ingredients and produced by Pacific Biodiesel, which last year began farming sunflowers in Maui's central valley. Other natural ingredients include aloe extract, jojoba oil, shea butter, coconut oil, and pineapple fruit extract - all skin-nourishing ingredients.



Through its new 1% for the Planet membership, Kuleana Sunscreen will support the Sierra Club of Hawai'i beginning September 2018, in honor of the chapter's 50th anniversary. The Sierra Club of Hawai'i actively works throughout the islands to stop climate change, ensure climate justice for all, and protect Hawai'i's unique natural resources. Additionally, when individuals volunteer with the Sierra Club of Hawai'i in the next year, Kuleana will provide an exclusive 50% discount on its sunscreen product purchased from the company's website at KuleanaSunscreen.com.

"The Sierra Club of Hawai'i focuses on priorities that reflect our company's own values: clean energy, climate change, food and water security, and sustainability," Galatro added.

"Supporting their statewide efforts reinforces the importance of a "mauka to makai" focus in protecting Hawai'i's reefs - because harmful waste and pollutants on the land can eventually flow down into the ocean and negatively affect our fragile marine ecosystems."

"We are grateful and honored to have the support of Kuleana," said Marti Townsend, Director for the Sierra Club of Hawai'i. "Guided by a genuine commitment to our planet and fueled by cutting edge science, Kuleana is making it easier for all of us to do what we love with less impact on the natural resources around us."

Kuleana Sunscreen is available in 3-ounce tubes and retails for \$18. In response to demand, the company is also offering the sunscreen in bulk sizes for its resort and tourism-related customers. The product will be available for purchase in retail locations beginning this month and is currently for sale on the company's website. For more information, please visit kuleanabeauty.com.

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About Kuleana

Kuleana® is a new skincare line of beauty oils and facial cleansers handcrafted in Hawai‘i. These natural beauty products feature locally sourced ingredients such as macadamia, kukui, coconut, avocado and green coffee. The products are GMO-free, vegan, gluten-free, cruelty-free and contain no synthetic ingredients, fragrances or additives. The brand, inspired by the Hawaiian word “kuleana” that translates to “a personal sense of responsibility,” reflects the company’s dedication to practicing sustainability and contributing to a healthier world. Kuleana is manufactured and distributed by Maiden Hawai‘i Naturals, LLC, a wholly owned subsidiary of Hawai‘i’s pioneering renewable energy company, Pacific Biodiesel. Kuleana beauty oils and cleansers are handcrafted and bottled at the company’s facility on Hawai‘i Island. Kuleana Sunscreen is a member of 1% for the Planet. Connect with Kuleana on Facebook and Instagram. For more information, please visit kuleanabeauty.com.

About Sierra Club of Hawai‘i

Formed in 1968, the Sierra Club of Hawai‘i has over 20,000 members and supporters working throughout the islands to help people better explore, enjoy, and protect the planet’s unique environment and wildlife. The Sierra Club is the largest, oldest environmental organization in the U.S. The Sierra Club relies on volunteers to support outdoor education programs, trail and native species restoration projects, and grassroots advocacy for sound environmental policies. For more information, visit sierraclubhawaii.org.

About 1% for the Planet

1% for the Planet is a global organization that connects dollars and doers to accelerate smart environmental giving. Through business and individual membership, 1% for the Planet inspires people to support environmental organizations through annual membership and everyday actions. We advise on giving strategies, we certify donations, and we amplify the impact of the network. Started in 2002, today 1% for the Planet is a network of more than 1,500 member businesses, a new and expanding core with hundreds of individual members, and thousands of nonprofit partners in more than 60 countries. Its members have given more than \$175 million to environmental nonprofits to date. Look for our logo and visit www.onepercentfortheplanet.org to learn more.

www.kuleanabeauty.com | [@kuleanabeauty](https://www.instagram.com/kuleanabeauty)

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