

EVERYDAY SUNSCREEN WITH CELLULAR RESPONSE TECHNOLOGY SPF 30 & SPF 50



Product Description

Oil-free, face & body lotion protects from sun's rays, defending skin from photoaging and dehydration

Product Details

Everyday Sunscreen SPF 30 & 50 provides super broad spectrum sun protection for face & body in an oil-free, non-comedogenic lotion. Powered by potent antioxidant-rich Cellular Response Technology, this lotion preserves and protects skin's youthful glow. Ideal for a day of play, this feel-good formula is moisturizing, lightweight and fast absorbing.



What Makes This Goop Super

- Non-comedogenic, avobenzone based formula easily absorbs into the skin allowing skin to breathe and sweat
- Replenishes moisture through a unique beta-glucan proven to deliver better long-term moisturization than hyaluronic acid
- Natural extracts of citrus, basil and boise de rose provide a subtle sensorial experience with no unpleasant "sunscreen" smell
- Delivers 80 minutes of water resistance

Who This Is Ideal For

A great universal sunscreen lotion ideal for the whole family. It's particularly great for those with darker skin tones since it's formulated with avobenzone, which is a sun filter that absorbs into the skin and doesn't leave a white veil on skin's surface. If you're looking for a sunscreen to use while playing sports this is your go-to as it allows the skin to breathe unlike a mineral sunscreen, which creates a physical barrier on top of the skin.

How To Apply

Apply liberally to face and body at least 15 minutes prior to sun exposure. Water resistant and fast absorbing, this is the perfect partner for a day of play at the pool, beach, on the court or course. Reapply at least every 2 hours. Children under 6 months: Ask a doctor.

Scoop On The Goop

"When my friend was diagnosed with melanoma, I couldn't believe that someone so young and healthy could get skin cancer. After learning skin cancer is the most common cancer in the U.S. and primarily preventable, I created Supergoop! and this formula was first up."

–Holly Thaggard, Founder and C.E.O.

Pricing/Sizing

SPF 30

2.4 oz = \$19.00 SRP | SKU 1839 | UPC 894280001839

18 oz = \$48.00 SRP (\$147.50 value) | SKU 1853 | UPC 894280001853

SPF 50

2.4 oz = \$19.00 SRP | SKU 1815 | UPC 894280001815

18 oz = \$48.00 SRP (\$147.50 value) | SKU 1877 | UPC 894280001877

Available At

Nordstrom and Sephora stores nationwide, Nordstrom.com, Sephora.com, Birchbox.com and Supergoop.com

For more information please contact Linsey Tilbor of Behrman Communications at 212.986.7000 x102 or via email at ltilbor@behrmanpr.com

Supergoop!’s Cellular Response Technology goes beyond simple barrier protection, actively responding to the cellular change caused by the sun’s rays. A complex of three actives uniquely proven to target and neutralize UVA, UVB and IRA photoaging, helps to safeguard skin’s natural elasticity, moisture and texture while preserving cellular youth.

Sun responsive actives target & combat UVA, UVB and IRA photoaging

	CANDLE BUSH EXTRACT	FERMENT OF THERMUS THERMOPHILUS	OAT BETA-GLUCAN
TARGETED RAYS	<ul style="list-style-type: none"> • UVA • UVB 	<ul style="list-style-type: none"> • UVA • IRA 	<ul style="list-style-type: none"> • UVA • IRA
UNIQUE CHARACTERISTIC	Rich in protective molecule K302	Detoxifying properties have an adaptive response to heat increase	Molecules are small enough to penetrate deep
BENEFITS	<ul style="list-style-type: none"> • Supports natural cellular renewal process 	<ul style="list-style-type: none"> • Counteracts inflammation and dehydration caused by heat generating IR rays 	<ul style="list-style-type: none"> • Delivers better long-term moisturization than hyaluronic acid, improving skin texture and smoothness
ORIGIN	Vegetal leaves	Bacterium from deep-sea water of the Guaymas Basin (Gulf of California).	Oats