

Safe for You,  
Safe for Our Waters.



STREAM2SEA<sup>®</sup>

— Reef-Friendly • Biodegradable —

# Hello, friend...

First and foremost, let me say a very sincere *thank you*.

The idea for this skin care line came to me after a diving trip to Palau a few years ago. We were showering on deck with fragrant suds running right overboard, putting leave-in conditioner in our hair, slathering on chemical-based sunscreens, then jumping back in the ocean only to repeat the process.

Simple habits like this can take a toll—it's estimated that **14,000 tons** of sunscreen lotions alone end up in coral reefs each year.

But if more people start to think critically about what products they use on a daily basis, we can make a profound difference.

- **Autumn Blum**  
Founder of Stream2Sea



# What we put into our ocean matters.

96%

of water is in  
our oceans

25%

of all marine  
life depend on  
coral reefs for  
their survival

1%

of the ocean  
floor is covered  
in coral reefs

60%

of coral reefs  
are at risk from  
human impact

Certain ingredients commonly used in sunscreen, cosmetics, and soaps are highly toxic to corals and marine life. These include **benzophenone-2**, **oxybenzone**, **octinoxate** and **parabens**—as well as coatings used on zinc oxide to reduce whitening.

When these chemicals are introduced to our waters, the coral can get sick and expel their life-giving algae. Without these algae, the coral can “bleach” (turn white) and may even die. This, in turn, affects thousands of species of fish, which eventually affects us.

True, the ocean is pretty darn big—but when one person chooses to be eco-conscious, they have the opportunity to share their choice with others. Eventually, good changes can happen and a difference will be made.

A close-up photograph of a coral reef. The coral has a complex, branching structure with many small, rounded polyps. The color is primarily light beige or cream, with some darker, reddish-brown areas. A semi-transparent yellow rectangular box is overlaid on the center of the image, containing text.

Some ingredients in biodegradable sunscreens are toxic to corals and reef fish, but are labeled reef safe.

Ingredients in shampoos and other personal care products can be just as toxic to the reefs.

To be truly ecoconscious, we need to think about everything we use on our bodies.

# What we put into our water matters!

Modern waste water treatment facilities do not typically remove harmful chemicals from conventional sunscreens and body care products.

# Ingredients in body care products are more than just words on a bottle.

## FACT #1

Some common ingredients in body care products are systemically absorbed into your body and are passed through urine, blood, and breast milk.

## FACT #2

Some common, FDA approved ingredients in body care products are linked to cancer, hormone imbalances, cellular damage, and more. They can disrupt the body's natural functions.

## FACT #3

There are healthier choices you can make when it comes to products and the ingredients within them...but it starts with education.





**Every ingredient in our body care products is consciously chosen for its non-harming influences and protection.**

**We are the only mineral sunscreen and body care brand tested and proven safe for our reefs!**



## We don't just talk the talk.

Knowing that every product we use on our bodies ultimately reaches the ocean, **our products have been tested for biodegradability, aquatic toxicity and coral reef safety** so that those who enjoy exploring our planet can rely on a brand whose ingredients are truly safe for their body and our waters.

We chose to use **sugarcane resin packaging** because we don't want to contribute to plastic, and our 32oz bottles are made from 97% recycled milk jugs.

And while it isn't foolproof yet (our caps are still plastic—although we were able to move to low-profile caps which reduced the overall material used by 45%!) the point is **we choose eco conscious options as consistently as we can** because we truly believe in what it is we're doing.





## Protect Land + Sea

Stream2Sea is the only company to have a product pass the Protect Land + Sea certification and be tested and proven not to harm coral larvae. These stringent certifications and tests are designed to protect you and what you love. Without tests like these, you don't know what contamination has occurred or what chemicals have been introduced in the manufacturing process or in the raw ingredients. Stream2Sea's SPF 30 has passed the Protect Land +Sea certification and does not contain any chemicals that are known pollutants in many different environments (freshwater, streams, rivers, beaches, and ocean systems) or wildlife (e.g., coral, fish, birds, marine mammals, sea turtles), which pose a threat to ecosystem health.



# Our Product Line

## Our formulas are good for your body:

- Active, nutrient-rich antioxidant blend of organic Wakame, Green Tea, Tulsi, & Olive Leaf as the core of all our products.
- Healthy ingredients formulated to be in compliance with EcoCert and other natural standards
- Manufactured in the USA

## Our formulas are good for the planet:

- Readily biodegradable in both fresh and salt water
- The only sunscreen that has been tested to be non-toxic to freshwater fish, saltwater fish, *C. elegans* and coral larvae



**Sunscreen - SPF 30**

**Sunscreen for Face and Body - SPF 20**

**Tinted Sunscreen - SPF 20 + 30**

**Nourishing Body Lotion**

**Sun & Sting Relief Gel**

**Conditioning Shampoo & Bodywash**

**Leave-in Conditioner**

**Soothing Lip Balm**

**Sun Protect Lip Balm - SPF 13**

**Sun Protect Cherry Lip Balm - SPF 30**



EcoConscious &  
Biodegradable

# STREAM2SEA® essentials

Formulated to be Safe for You  
and Safe for our Planet.  
Vegan, Biodegradable and  
Cruelty Free.



Stream2Sea is proud to fulfill a need for mindfully created Essentials, our new line begins with our signature EcoConscious Hand Sanitizer:

Formulated to be without using carbomers, synthetic fragrances, triclosan, synthetic denaturants and quaternary ammonium compounds.

- Gentle on Sensitive Skin
- FDA registered
- Biodegradable Liquid
- For Frequent Use
- Liquid Spray or Gel Types



An underwater scene with a blue background and numerous bubbles of various sizes. The bubbles are scattered throughout the frame, with some larger ones near the top and smaller ones near the bottom. The lighting is soft, creating a serene and slightly ethereal atmosphere.

**We are all together in this, we  
are all together in this single  
ecosystem called planet Earth.**

**- Sylvia A. Earle**

## We offer unmatched support for our partners.



Stream2Sea believes in the importance of education; part of our mission is to educate consumers, retailers, and advocates about ingredients in sunscreen and personal care products, and how they can impact us globally.

For this reason, we offer a number of valuable resources and easily-accessible materials for our “family.”

### **Resources include:**

- Online Learning Portal
- Webinar Trainings
- Merchandising Support
- Ingredient to Avoid Cards
- Posters & Stickers
- Event Support for Organizations
- Support for Ambassadors
- Custom Branding Options

# As Seen In...

People are starting to recognize our name through some of the notable articles written about us:



VOGUE

SELF

Condé Nast  
Traveller

Vitamin  
Retailer<sup>®</sup>  
THE DIETARY SUPPLEMENT  
INDUSTRY'S LEADING MAGAZINE



ALERT DIVER





## Sincere thanks, from the depths of our hearts.

They'll tell you the global sun care market is exploding, forecasting to rise from a value of US\$14.8 bn in 2015 to US\$24.9 bn by 2024. But dig into SPINS research, and you'll see that more consumers are making the switch to sun protection products with safe natural ingredients.

It's not just a market influx. It's a movement.

Formulated to exceed natural standards without any ingredients known to harm our aquatic environment or us, and the only natural brand tested and proven safe for coral larvae—Stream2Sea aims to spearhead that moment, with stewardship of our planet at the forefront of our attention...

And we would love to have you by our side in this.



**STREAM2SEA®**

— Reef-Friendly • Biodegradable —

The Stream2Sea Team

[www.Stream2Sea.com](http://www.Stream2Sea.com)