

Doctor T's Supergoop!

Clinically Tested
UV PROTECTION

Paraben and
Fragrance Free



BEHIND THE BRAND

Holly Thaggard, a veteran of the sun care industry whose experience lies in formulation and education, launched brand **Supergoop!** in early 2007 with a singular mission to **educate and protect adults and children alike** from both harmful skincare ingredients and the UV rays of the sun.

The goal of Supergoop! is simple: **To provide innovative everyday UV protection solutions**, affordable for all, that meet the new European recommendations while being mindful of skin-compatible ingredients and natural preservative systems. Supergoop!'s clean, sophisticated packaging and playful signature aesthetic capture the brand's spirit perfectly, appealing to men, women, teens, and children to encourage healthy daily sun protection habits for the entire family.

With the belief that **UV protection is the critical first step in any daily skincare regimen**, Supergoop! takes seriously its commitment to formulating without parabens, petrochemicals, fragrances, and phthalates to provide consumers with an environment- and body-friendly choice for everyday UV protection.



FOR PRESS INQUIRIES OR PRODUCT SAMPLING: Contact Laura Bierbaum or Irissa Sheikowitz, Behrman Communications, at 212.986.7000
TO VIEW OUR ONLINE MARKETING KIT AND TO DOWNLOAD HIGH- OR LOW-RESOLUTION PRODUCT IMAGES AND LOGOS:
Visit supergoop.com/marketing-kit.html