

@BASK_SUNCARE



BASKSUNCARE.COM

BASK SUNSCREEN LOTION SPF 30

ABOUT US

At Bask, we want you to spend time in the sun. Just safely. Tanning may not be good for you, but going outside is. Bask sunscreen is meant to empower you to get outside responsibly — with products that are safe for you and the planet — and even enjoyable to use (not something SPF can usually claim).

THE PROBLEM (& HOW WE'RE TRYING TO SOLVE IT)

With the right protection, skin cancer is preventable, and yet, it remains the most widely diagnosed cancer. Bask was created in memory of founder Michael Huffstetler's uncle, who had skin cancer. So Bask set out to create a sunscreen you'd want to use — and launched a non-profit, the Skin Protection Foundation, to get sunscreen to as many people who need it as possible.

When you buy Bask, you're directly supporting our brand's mission to get sunscreen into the hands of those who need it.

THE SUNSCREEN LOTION

Bask's formulations were led by a mission to make sunscreen more appealing — so that everyone will apply — and re-apply. Bask surveyed over 50,000 men and women to identify pain points around sunscreen, and create products that eliminated them. The results showed that the #1 pain point around consistent usage of sunscreen was "how it feels on the skin," and #2 was clean ingredients — so we addressed both.

The resulting formula is:

- Oxybenzone and octinoxate free — safe for your body and the ocean
- Paraben, sulfate, and irritant-free
- Watery smooth and non-greasy texture
- Goes on white and rubs in sheer so you never miss a spot



Clean & Reef Safe



Paraben & Sulfate Free



100% Vegan



Dermatologist Recommended



Antioxidant Enriched



Cruelty Free



Oxybenzone & Octinoxate Free

KEY INGREDIENTS:

Active: Avobenzone 3%: UVA UV Filter, Homosalate 7.5%: UVB Filter, Octisalate 5%: UVB Filter, Octocrylene 5%: UVB and UVAII UV Filter

Inactive: Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Aloe Barbadensis Leaf Juice, C12-15 Alkyl Benzoate, Carbomer, Disodium EDTA, Ethylhexylglycerin, Fragrance, Hydroxypropyl Methylcellulose, Phenoxyethanol, Polyethylene, Polysorbate 20, Propylene Glycol, Sodium Hydroxide, Sorbitan Oleate, Theobroma Cacao (Cocoa) Seed Butter, Tocopheryl Acetate, Water

\$28 at basksuncare.com