

## TOP 3 REASONS TO #KEEPPADRENALINEPURE:

### Photostability.

All chemical sunscreens use UV filters that absorb radiation from the sun. HOWEVER when exposed to that radiation the chemical structure of the UV filter degrades – losing its ability to maintain itself and forfeiting skin protection.

S4 sunscreen is made with minerals to provide natural photostability. A "photostable" sunscreen maintains its ability to protect against the sun's harmful rays even in the presence of UV radiation.

### Bio Safe.

Because S4 Sport is made from minerals, it doesn't harm the environment. Never tested on animals, Paraben Free, Sulfate Free, Dye Free, Reef Safe.

### No Compromises.

Pure Physical sunscreen offers the best possible protection; S4 Sport makes it feel good, look good and smell good. All of the luxuries AND all of the coverage.



## S4 SUNCARE

**S4 Sport is a natural, lightweight sunscreen with a quick dry application. It has a maximum FDA water resistance rating of 80 minutes. S4 Sport delivers optimal year round protection to all outdoor athletes.**



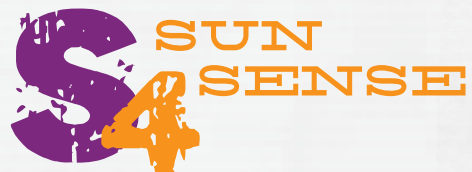
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# PURE PHYSICAL

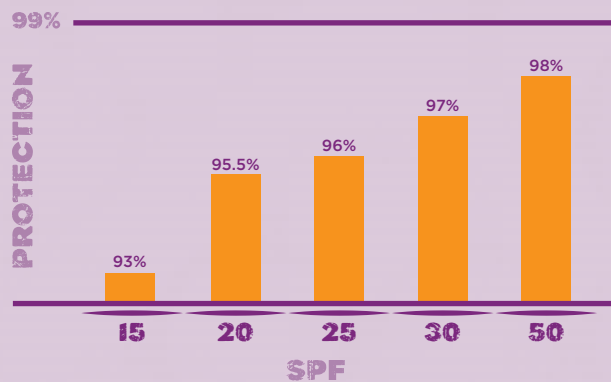


## YOU DON'T GET TO BE THE BEST, WITHOUT OWNING THE BASICS.

Broad Spectrum means protection against both UVA (aging) and UVB (burning) rays. UVA rays are responsible for wrinkles, sagging, cellular breakdown and long-term damage. UVB rays are responsible for the lobster red burn, and a lot of the pain. Both are thought to contribute to cancer.

## SPF (SUN PROTECTION FACTOR):

No sunscreen can block 100% of UV rays, but some get you closer. Be sure to choose the SPF that fits your skin type and lifestyle.



Water resistant sunscreen is designed to stay on your skin underwater, in high humidity, and even after a half marathon's worth of sweat. Tested by athletes in extreme conditions, S4 Sport can last for 80 minutes with constant water exposure (the maximum FDA allowed).

## DON'T BURN

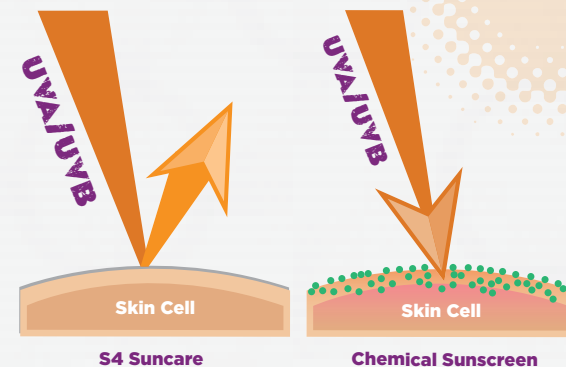
S4 Suncare works immediately upon application and to play it safe you should reapply at least every 2 hours.

Soaking up a few rays every day keeps your vitamin D where it's supposed to be: healthy. So get out there.

# LET'S GET PHYSICAL

S4 Sport sunscreen lasts longer, goes further, and plays harder than your average sunscreen BECAUSE it's Pure Physical.

Pure Physical means the active ingredients are Zinc Oxide and Titanium Dioxide: minerals that sit ON TOP of the skin to deflect harmful UV before it can penetrate the epidermis. S4 uses NO chemical UV filters or absorbers.



*Greg Carson*  
S4 Athlete Greg Carson, Puerto Rico