

## The most effective protection is the protection you wear!

If any of these things sound like you, then UPF sun protective clothing is your new best friend.

- Diagnosed with a skin condition
- Prone to skin cancer (fair skinned, family history)
- History of sunburns or extended sun exposure
- Sun sensitivity caused by medications
- Want to prevent premature aging of your skin

## Not all T-Shirts are created equal.

Did you know not all T-shirts provide sun protection? According to the Skin Cancer Foundation, the average cotton tee only provides between **UPF 5-7 protection.**



**Average T-Shirt**  
UPF 5-7/dry  
UPF 3/wet



**Coolibar T-Shirt**  
UPF 50+ always  
wet or dry

## The Coolibar UPF 50+ difference.

Coolibar apparel and accessories are guaranteed to block 98% of UVA/UVB rays—wet or dry—with sun protection that never washes out for the lifetime of the garment. The areas that are covered by clothing do not need sunscreen applied. The most effective protection is the protection you wear!

## Save 20%

By using the code **PROTECT20** at Coolibar.com. Ask your medical professional for our latest catalog!

## Our Mission

To keep the world safe from sun damage, protect those who suffer from a sun-related medical condition and prevent everyone else from developing one.



Third-party tested,  
highest rated UPF 50+



Guaranteed to block  
98% of UVA/UVB rays



Sun protection that  
never washes out

# Sun Protection that Outlasts the Sun — UPF vs SPF —

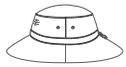


Coolibar®

Sun Protection You Wear™

## 5 Ways to Protect + Prevent

UPF 50+ clothing provides the most effective form of sun protection because it never has to be reapplied like sunscreen. Follow these 5 tips to protect your skin from the sun's rays.



### 1. Wear a wide-brimmed hat

Choose a hat with a 3-inch or greater brim to protect your face, scalp, ears and neck.

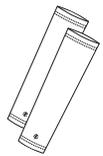
**Derm's Choice:** Coolibar UPF 50+ Landon Reversible Bucket Hat



### 2. Switch out everyday favorites

Swap everyday favorites for long sleeve UPF 50+ shirts.

**Derm's Choice:** Coolibar UPF 50+ Morada Everyday Long Sleeve T-Shirt



### 3. Add UPF 50+ coverage

Add coverage to short sleeves when lounging outdoors or performing workouts.

**Derm's Choice:** Coolibar UPF 50+ Navagio Sun Sleeves



### 4. Protect over-exposed hands

Keep a spare pair of gloves in your car to protect hands.

**Derm's Choice:** Coolibar UPF 50+ Gannett UV Gloves



### 5. Use sun blankets for on-the-go

Pack a sun blanket for handy sun protection when you're out and about.

**Derm's Choice:** Coolibar UPF 50+ Savannah Sun Blanket



## Can't I just use sunscreen?

To actively protect your skin and prevent skin cancer you need to block both UVA and UVB rays.

The best way to do this is with a combination of sun protective clothing AND sunscreen wherever the clothing doesn't cover your skin.

– Renata M Block, MMS, PA-C



UPF

Ultraviolet Protection Factor

VS



SPF

Sun Protection Factor

### The Standard for Fabrics

Applies to both UVA and UVB rays



Won't wash off while swimming or sweating



Greater coverage with clothing & less chance for missed spots



Never needs to be reapplied



### The Standard for Sunscreens

Applies to UVB rays only

Apply before and after swimming or sweating

More skin to cover means greater chance of missing areas

Needs to be reapplied every 2 hours

## The Coolibar Advantage

As the industry leaders for UPF 50+ apparel, Coolibar is the first clothing company to receive the Skin Cancer Foundation's Seal of Recommendation. Tested more than any other brand, endorsed by experts worldwide and recommended by dermatologists—Coolibar guarantees our exclusive UPF 50+ fabrics will block 98% of UVA/UVB rays from the first day the product is worn until the day your garment is retired.

### Coolibar is Product with Purpose

Coolibar works closely with dermatologists, athletes, cancer survivors and mission-driven organizations to develop the most innovative, technical and high-performing sun protective apparel and accessories. We offer styles for travel, fitness, swim, fishing & boating, golf & tennis, everyday and special occasion for the entire family.

### Did you know you can have fun in the sun and stay cool?

It might seem counter-intuitive, but long sleeves can keep you cooler than a tank top, and black fabric doesn't make you overheat. It's all about Coolibar's innovative performance fabrics!



Breathable



Quick-Dry



Cooling



4-Way Stretch



Lightweight

## Sun Safety Checklist

From the American Academy of Dermatology

- Seek shade outdoors
- Wear sun protective clothing
- Generously apply sunscreen
- For best results, combine all three

We'll never compromise on protection.

We'll never skimp on quality. We'll always test our fabrics for UPF 50+ protection like your life depends on it—because it does.

**Trusted, tried, true UPF 50+.**