

# THE ULTIMATE SUNSCREEN GUIDE

FOR MOMS

DO YOU KNOW WHAT'S IN  
YOUR CHILDREN'S  
SUNSCREEN?



CREATED BY:  
TALLOWTOTS.COM

# BIG BRAND SUNSCREEN

NOT THE GREAT PROTECTOR YOU  
MIGHT THINK IT IS



## BIG BRAND

Big brands do not think of you and me. Or our kids. Just them, their profits, and the easiest way to get something made, regardless of what goes into it.

## HARMFUL CHEMICALS

Chemicals like: Oxybenzone, Octinoxate, Homosalate, Parabens, and Retinyl Palmitate. From hormone disruption to cancer causers these guys just do NOT belong!



## INTRO

AS A MOM, YOU WANT NOTHING BUT THE BEST FOR YOUR CHILDREN, BUT NAVIGATING THE WORLD OF SKINCARE PRODUCTS CAN BE OVERWHELMING. READING LABELS AND DECIPHERING INGREDIENTS OFTEN LEAVES YOU WONDERING WHAT IS TRULY SAFE FOR YOUR LITTLE ONES. THIS GUIDE IS DESIGNED SPECIFICALLY FOR MOMS WHO ARE TIRED OF THE GUESSWORK. IN THIS DOCUMENT, WE FOCUS ON SUNSCREEN AND ITS CRUCIAL ROLE IN PROTECTING YOUR CHILDREN FROM HARMFUL UV RAYS. WE'LL BREAK DOWN THE PROBLEMS WITH BIG-BRAND SUNSCREENS, EXPLAIN HOW SPF WORKS, AND INTRODUCE YOU TO TALLOW TOTS—A BRAND DEDICATED TO PROVIDING SAFE, NATURAL ALTERNATIVES FREE FROM HARMFUL CHEMICALS. WITH OUR CONDENSED CLIFF NOTES, YOU CAN EASILY MAKE INFORMED DECISIONS TO KEEP YOUR KIDS SAFE WHILE ENJOYING THE SUN. LET TALLOW TOTS TAKE AWAY THE WORRY, SO YOU CAN FOCUS ON WHAT TRULY MATTERS: ENJOYING PRECIOUS MOMENTS WITH YOUR FAMILY.

## WHAT IS SUNSCREEN AND HOW DOES SPF WORK?

SUNSCREEN IS A LOTION, SPRAY, OR GEL APPLIED TO THE SKIN TO PROTECT IT FROM THE SUN'S ULTRAVIOLET (UV) RAYS. THERE ARE TWO MAIN TYPES OF UV RAYS: UVA AND UVB:

- **UVA RAYS:** THESE RAYS PENETRATE THE SKIN MORE DEEPLY THAN UVB RAYS AND ARE PRIMARILY RESPONSIBLE FOR PREMATURE AGING AND LONG-TERM SKIN DAMAGE. UVA RAYS CAN CAUSE WRINKLES, AGE SPOTS, AND LOSS OF SKIN ELASTICITY. THEY ALSO CONTRIBUTE TO THE DEVELOPMENT OF SKIN CANCERS. UVA RAYS ARE PRESENT WITH RELATIVELY EQUAL INTENSITY DURING ALL DAYLIGHT HOURS THROUGHOUT THE YEAR AND CAN PENETRATE CLOUDS AND GLASS.
- **UVB RAYS:** THESE RAYS ARE THE PRIMARY CAUSE OF SUNBURN AND PLAY A SIGNIFICANT ROLE IN THE DEVELOPMENT OF SKIN CANCER. UVB RAYS DAMAGE THE SKIN'S OUTER LAYERS AND ARE MORE INTENSE DURING MIDDAY AND SUMMER MONTHS. UNLIKE UVA RAYS, UVB RAYS DO NOT PENETRATE GLASS.





SUNSCREENS CAN PROTECT THE SKIN BY EITHER ABSORBING, REFLECTING, OR SCATTERING THESE HARMFUL RAYS, PREVENTING THEM FROM PENETRATING THE SKIN. THERE ARE TWO TYPES OF SUNSCREEN: CHEMICAL AND PHYSICAL-HEALTHY:

- **CHEMICAL SUNSCREENS:** THESE CONTAIN ORGANIC (CARBON-BASED) COMPOUNDS LIKE OXYBENZONE, OCTINOXATE, AND AVOBENZONE. THEY ABSORB UV RADIATION AND CONVERT IT INTO HEAT, WHICH IS THEN RELEASED FROM THE SKIN.
- **PHYSICAL-HEALTHY SUNSCREENS:** THESE CONTAIN ACTIVE MINERAL INGREDIENTS SUCH AS ZINC OXIDE OR TITANIUM DIOXIDE. THEY WORK BY SITTING ON TOP OF THE SKIN TO REFLECT AND SCATTER UV RAYS AWAY FROM THE SKIN.

## SUN PROTECTION FACTOR (SPF)

SUN PROTECTION FACTOR (SPF) MEASURES HOW WELL A SUNSCREEN PROTECTS AGAINST UVB RAYS, WHICH ARE THE PRIMARY CAUSE OF SUNBURN. THE SPF NUMBER INDICATES HOW LONG IT WILL TAKE FOR UVB RAYS TO REDDEN THE SKIN WHEN USING THE PRODUCT COMPARED TO THE TIME WITHOUT ANY SUNSCREEN.

- **SPF 30:** THIS MEANS IT WOULD TAKE 30 TIMES LONGER FOR YOUR SKIN TO BURN THAN IF YOU WERE NOT WEARING ANY SUNSCREEN. SPF 30 BLOCKS ABOUT 97% OF UVB RAYS.
- **SPF 50:** THIS PROVIDES A BIT MORE PROTECTION, BLOCKING APPROXIMATELY 98% OF UVB RAYS.

IT'S IMPORTANT TO NOTE THAT NO SUNSCREEN CAN BLOCK 100% OF UV RAYS. ADDITIONALLY, THE DIFFERENCE IN UVB PROTECTION BETWEEN SPF 30 AND SPF 50 IS MINIMAL. HIGHER SPF VALUES CAN PROVIDE SLIGHTLY MORE PROTECTION BUT ALSO GIVE A FALSE SENSE OF SECURITY, LEADING PEOPLE TO STAY IN THE SUN LONGER THAN RECOMMENDED.



## **BROAD-SPECTRUM PROTECTION**

WHILE SPF INDICATES THE LEVEL OF PROTECTION AGAINST UVB RAYS, IT DOES NOT MEASURE PROTECTION AGAINST UVA RAYS. FOR COMPREHENSIVE SUN PROTECTION, IT'S CRUCIAL TO CHOOSE A SUNSCREEN LABELED "BROAD-SPECTRUM," WHICH MEANS IT OFFERS PROTECTION AGAINST BOTH UVA AND UVB RAYS. BROAD-SPECTRUM SUNSCREENS HELP PREVENT SUNBURN, PREMATURE SKIN AGING, AND REDUCE THE RISK OF SKIN CANCER.

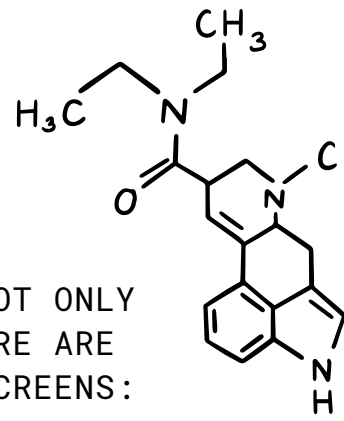
## **PROPER APPLICATION AND REAPPLICATION**

FOR SUNSCREEN TO BE EFFECTIVE, IT MUST BE APPLIED CORRECTLY AND GENEROUSLY. THE AMERICAN ACADEMY OF DERMATOLOGY RECOMMENDS USING AT LEAST ONE OUNCE (ENOUGH TO FILL A SHOT GLASS) TO COVER ALL EXPOSED SKIN. SUNSCREEN SHOULD BE APPLIED 15 MINUTES BEFORE GOING OUTDOORS AND REAPPLIED EVERY TWO HOURS, OR IMMEDIATELY AFTER SWIMMING, SWEATING, OR TOWEL DRYING. BY UNDERSTANDING HOW SUNSCREEN AND SPF WORK, YOU CAN MAKE INFORMED DECISIONS TO BETTER PROTECT YOUR FAMILY'S SKIN FROM THE HARMFUL EFFECTS OF THE SUN.



## HARMFUL CHEMICALS IN BIG BRAND SUNSCREENS

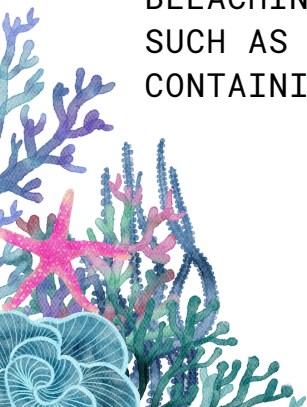
MANY COMMERCIAL SUNSCREENS CONTAIN CHEMICALS THAT ARE NOT ONLY HARMFUL TO HUMAN HEALTH BUT ALSO TO THE ENVIRONMENT. HERE ARE SOME COMMON HARMFUL INGREDIENTS FOUND IN BIG-BRAND SUNSCREENS:



- **OXYBENZONE**: THIS CHEMICAL ABSORBS UV RAYS AND IS A COMMON INGREDIENT IN SUNSCREENS. HOWEVER, IT'S A HORMONE DISRUPTOR AND HAS BEEN LINKED TO VARIOUS **HEALTH ISSUES**, INCLUDING ALLERGIES, HORMONE DISRUPTION, AND CELL DAMAGE. OXYBENZONE CAN PENETRATE THE SKIN AND ENTER THE BLOODSTREAM, CAUSING LONG-TERM HEALTH CONCERNS.
- **OCTINOXATE**: ANOTHER UV FILTER, OCTINOXATE, IS KNOWN TO CAUSE **HORMONAL DISRUPTIONS** AND HAS BEEN FOUND IN HUMAN URINE, BLOOD, AND BREAST MILK. IT ALSO CONTRIBUTES TO THE BLEACHING AND DEATH OF CORAL REEFS WHEN WASHED OFF IN THE OCEAN.
- **HOMOSALATE**: USED TO ENHANCE THE EFFECTIVENESS OF OTHER INGREDIENTS, HOMOSALATE CAN **ACCUMULATE** IN THE BODY FASTER THAN IT CAN BE BROKEN DOWN, POTENTIALLY LEADING TO HORMONE DISRUPTION AND TOXICITY.
- **PARABENS**: THESE PRESERVATIVES ARE USED TO PROLONG THE SHELF LIFE OF PRODUCTS. PARABENS CAN MIMIC ESTROGEN AND DISRUPT HORMONE FUNCTION, WHICH HAS BEEN LINKED TO BREAST **CANCER** AND REPRODUCTIVE ISSUES.
- **RETINYL PALMITATE**: A FORM OF VITAMIN A, RETINYL PALMITATE CAN SPEED UP THE DEVELOPMENT OF SKIN **TUMORS AND LESIONS** WHEN APPLIED TO THE SKIN IN THE PRESENCE OF SUNLIGHT.

## ENVIRONMENTAL IMPACT OF CHEMICAL SUNSCREENS

CHEMICAL SUNSCREENS NOT ONLY POSE RISKS TO HUMAN HEALTH BUT ALSO TO MARINE LIFE AND THE ENVIRONMENT. INGREDIENTS LIKE OXYBENZONE AND OCTINOXATE CAN WASH OFF INTO THE OCEAN, CONTRIBUTING TO CORAL BLEACHING AND THE DEATH OF MARINE LIFE. THIS IS WHY SOME REGIONS, SUCH AS HAWAII AND THE VIRGIN ISLANDS, HAVE BANNED SUNSCREENS CONTAINING THESE CHEMICALS.

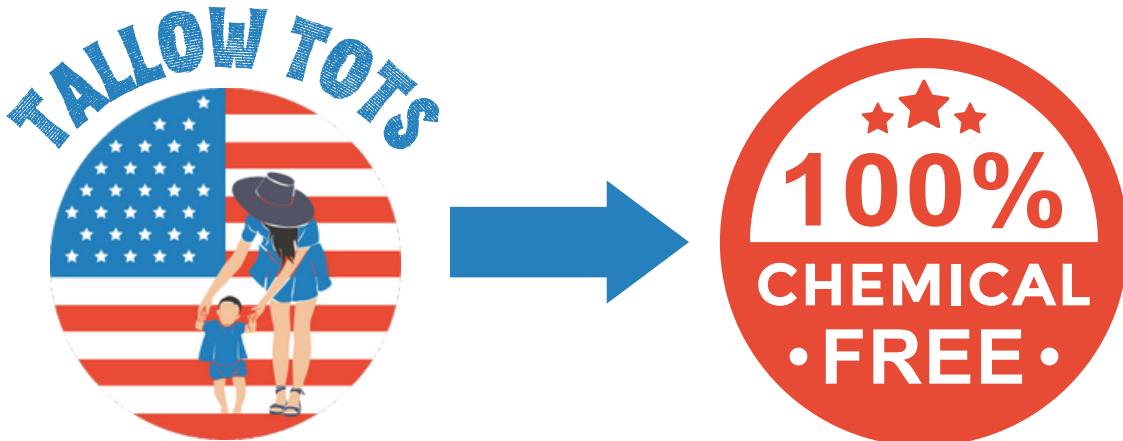


## MAKING THE SWITCH: TIPS FOR CHOOSING SAFE SUNSCREEN

- READ LABELS CAREFULLY: LOOK FOR SUNSCREENS WITH ZINC OXIDE OR TITANIUM DIOXIDE AS ACTIVE INGREDIENTS. **AVOID** PRODUCTS WITH OXYBENZONE, OCTINOXATE, HOMOSALATE, AND PARABENS.
- CHOOSE BROAD-SPECTRUM PROTECTION: ENSURE THE SUNSCREEN YOU CHOOSE PROTECTS AGAINST BOTH UVA AND UVB RAYS.
- OPT FOR NON-NANO FORMULATIONS: NON-NANO PARTICLES ARE LARGER AND LESS LIKELY TO BE ABSORBED INTO THE SKIN OR THE ENVIRONMENT.
- LOOK FOR ECO-FRIENDLY OPTIONS THAT WON'T HARM THE REEFS AND MARINE LIFE.
- CONSIDER YOUR SKIN TYPE: IF YOU HAVE SENSITIVE SKIN, BE SURE TO CHECK OUT OUR TALLOW BASED SUNBLOCK OR LOOK FOR OTHERS LABELED FOR SENSITIVE SKIN. BUT TALLOW IS AMAZINGLY GOOD ON SENSITIVE SKIN FROM OUR EXPERIENCE!

## TALLOW TOTS SUNBLOCK: A SAFE, NATURAL ALTERNATIVE

AT TALLOW TOTS, WE BELIEVE IN PROVIDING SAFE, CHEMICAL-FREE SUN PROTECTION FOR YOUR CHILDREN. OUR SUNBLOCK IS MADE WITH GRASSFED TALLOW, COCONUT OIL, BEESWAX, AND NON-NANO ZINC OXIDE. THESE INGREDIENTS OFFER BROAD-SPECTRUM PROTECTION WITHOUT HARMFUL CHEMICALS, ENSURING YOUR CHILD'S SAFETY AND THE ENVIRONMENT'S HEALTH.



## **BENEFITS OF TALLOW FOR SKIN**

GRASSFED TALLOW, ONE OF OUR SUNBLOCK'S PRIMARY INGREDIENTS, IS A POWERHOUSE OF NUTRIENTS THAT ARE INCREDIBLY BENEFICIAL FOR THE SKIN:

- **RICH IN VITAMINS:** TALLOW CONTAINS VITAMINS A, D, K, AND E, WHICH ARE ESSENTIAL FOR SKIN HEALTH. THESE VITAMINS HELP REPAIR AND REGENERATE SKIN TISSUE, KEEPING IT HEALTHY AND VIBRANT.
- **MOISTURIZING PROPERTIES:** TALLOW CLOSELY RESEMBLES THE NATURAL FATS AND OILS (SEBUM) FOUND IN HUMAN SKIN, MAKING IT HIGHLY COMPATIBLE AND EASILY ABSORBED. IT DEEPLY MOISTURIZES AND NOURISHES THE SKIN, PROVIDING LONG-LASTING HYDRATION.
- **ANTI-INFLAMMATORY AND HEALING:** TALLOW HAS ANTI-INFLAMMATORY PROPERTIES THAT CAN HELP SOOTHE AND HEAL IRRITATED OR DAMAGED SKIN. IT'S PARTICULARLY BENEFICIAL FOR CONDITIONS LIKE ECZEMA, PSORIASIS, AND DRY SKIN.
- **PROTECTIVE BARRIER:** IT FORMS A NATURAL BARRIER ON THE SKIN, PROTECTING IT FROM ENVIRONMENTAL DAMAGE AND PREVENTING MOISTURE LOSS.

## **SPF PROTECTION OF NON-NANO ZINC OXIDE**

NON-NANO ZINC OXIDE IS THE ACTIVE INGREDIENT IN OUR SUNBLOCK, PROVIDING RELIABLE AND SAFE SUN PROTECTION:

- **BROAD-SPECTRUM PROTECTION:** ZINC OXIDE IS ONE OF THE FEW SUNSCREEN INGREDIENTS THAT PROVIDE TRUE BROAD-SPECTRUM PROTECTION, SHIELDING THE SKIN FROM BOTH UVA AND UVB RAYS.
- **SPF RATING:** THE SPF PROVIDED BY NON-NANO ZINC OXIDE CAN VARY DEPENDING ON ITS CONCENTRATION IN THE FORMULA. TYPICALLY, ZINC OXIDE CAN PROVIDE AN SPF OF 15 TO 50. OUR SUNBLOCK IS FORMULATED TO OFFER OPTIMAL PROTECTION, ENSURING YOUR CHILD IS SAFE FROM THE SUN'S HARMFUL RAYS.



- **SAFE AND NON-IRRITATING:** UNLIKE CHEMICAL SUNSCREENS, NON-NANO ZINC OXIDE SITS ON TOP OF THE SKIN RATHER THAN BEING ABSORBED. THIS MAKES IT A SAFER OPTION, ESPECIALLY FOR SENSITIVE SKIN, AS IT IS LESS LIKELY TO CAUSE IRRITATION OR ALLERGIC REACTIONS.
- **ENVIRONMENTAL SAFETY:** NON-NANO ZINC OXIDE DOES NOT HARM MARINE LIFE OR CORAL REEFS, MAKING IT AN ECO-FRIENDLY CHOICE.

## USAGE INSTRUCTIONS

APPLY OUR SUNBLOCK 15 MINUTES BEFORE SUN EXPOSURE AND REAPPLY AS NEEDED, ESPECIALLY AFTER SWIMMING, SWEATING, OR TOWEL DRYING. IT'S A SIMPLE, CLEAN, AND EFFECTIVE WAY TO KEEP YOUR KIDS SAFE FROM THE SUN.

FOR MORE INFORMATION, VISIT

[TALLOWTOTS.COM](http://TALLOWTOTS.COM)

AND DISCOVER OUR RANGE OF SAFE, ORGANIC SKINCARE PRODUCTS FOR THE WHOLE FAMILY.

**SUBSCRIBE** ON OUR SITE TO RECEIVE MORE HELPFUL INFO AND DOWNLOADS LIKE THIS ONE. AND OF COURSE, SOME NICE DISCOUNTS ON OUR PRODUCTS!



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