

plastic free suncare & personal care

A person stands on a rocky cliff, silhouetted against a bright sunset. The sun is low on the horizon, creating a strong lens flare effect. The landscape below is a vast, hazy valley with rolling hills and a small body of water visible in the distance. The sky transitions from a deep blue at the top to a warm orange near the horizon.

ATTITUDE™

**We believe in the beauty of the outdoors and the adventures that await under the sun. Our commitment goes beyond creating effective mineral suncare products; it's about embracing a lifestyle that harmonizes with nature.**

## **Purposeful Adventure**

We understand the thrill of scaling peaks, wandering through forests, and camping under the sun. That's why our suncare line is meticulously crafted for explorers, who seek authentic connections with nature.

## **Guardians of Nature**

More than just suncare, our products are free from harmful ingredients, and by removing plastic from our packaging, we're dedicated to conserve the landscapes you cherish exploring.

**Adventure Awaits. Nature Calls.**

**sunly**  
PLASTIC FREE SUNCARE

# Solid plastic free sunscreens

**EWG VERIFIED™**

**PLASTIC FREE**

**DERMATOLOGICALLY TESTED**

**MINERAL SUNSCREENS**

**FORMULATED WITH NON-NANO ZINC OXIDE**

**VEGAN**

**BIODEGRADABLE**

**NO PRODUCT WASTE**

**TRAVEL-FRIENDLY**

**1 PRODUCT = 1 TREE PLANTED**



# For sun protection that respects aquatic life.

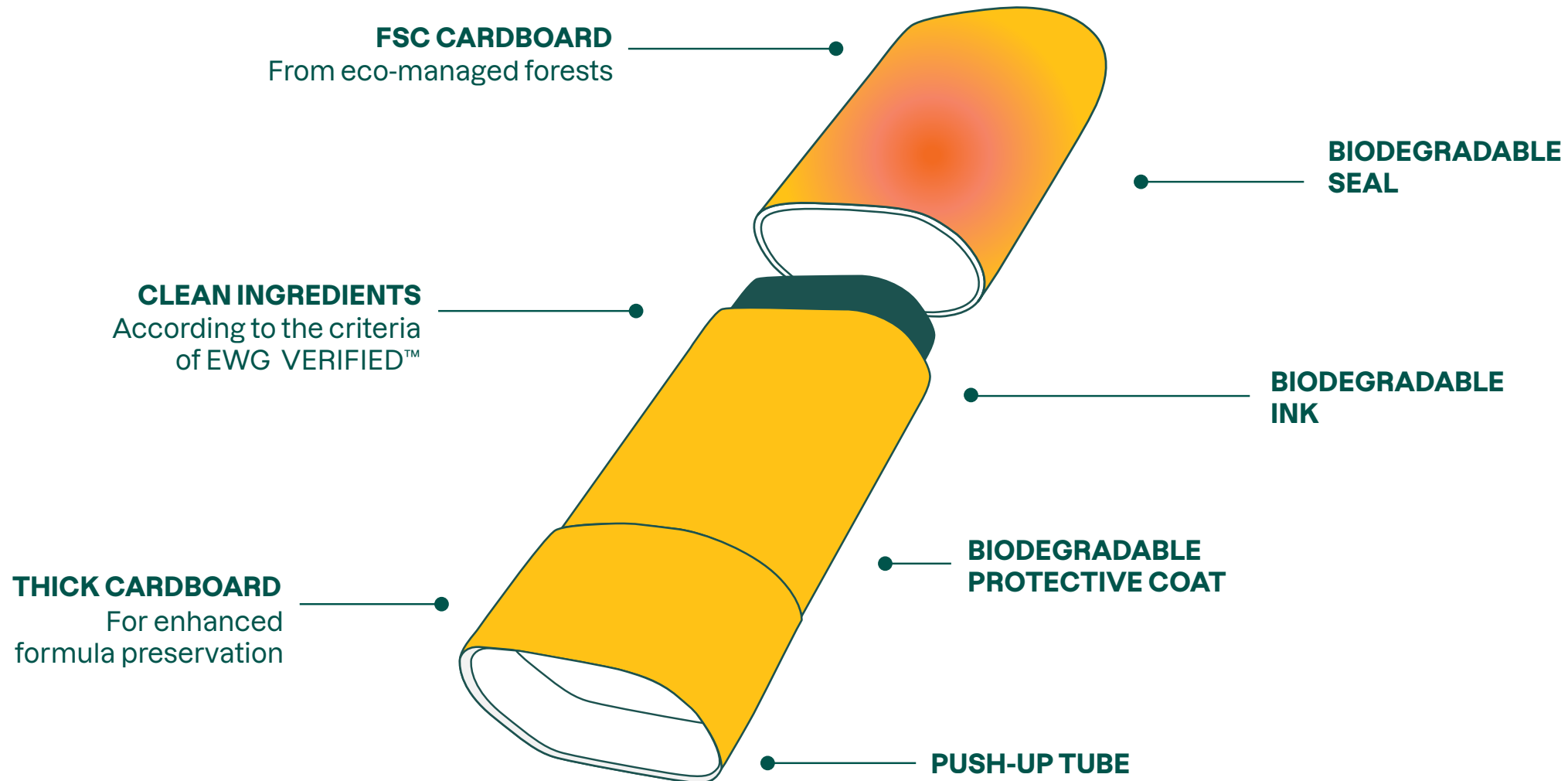


Minimize the impact on the oceans with the OCEAN LOVERS seal.

Thanks to its 100% biodegradable packaging, our suncare collection does not contribute to plastic pollution of the oceans.

Our products are all formulated without chemical sunscreens, known to be harmful to coral reefs.

# Revolutionary packaging

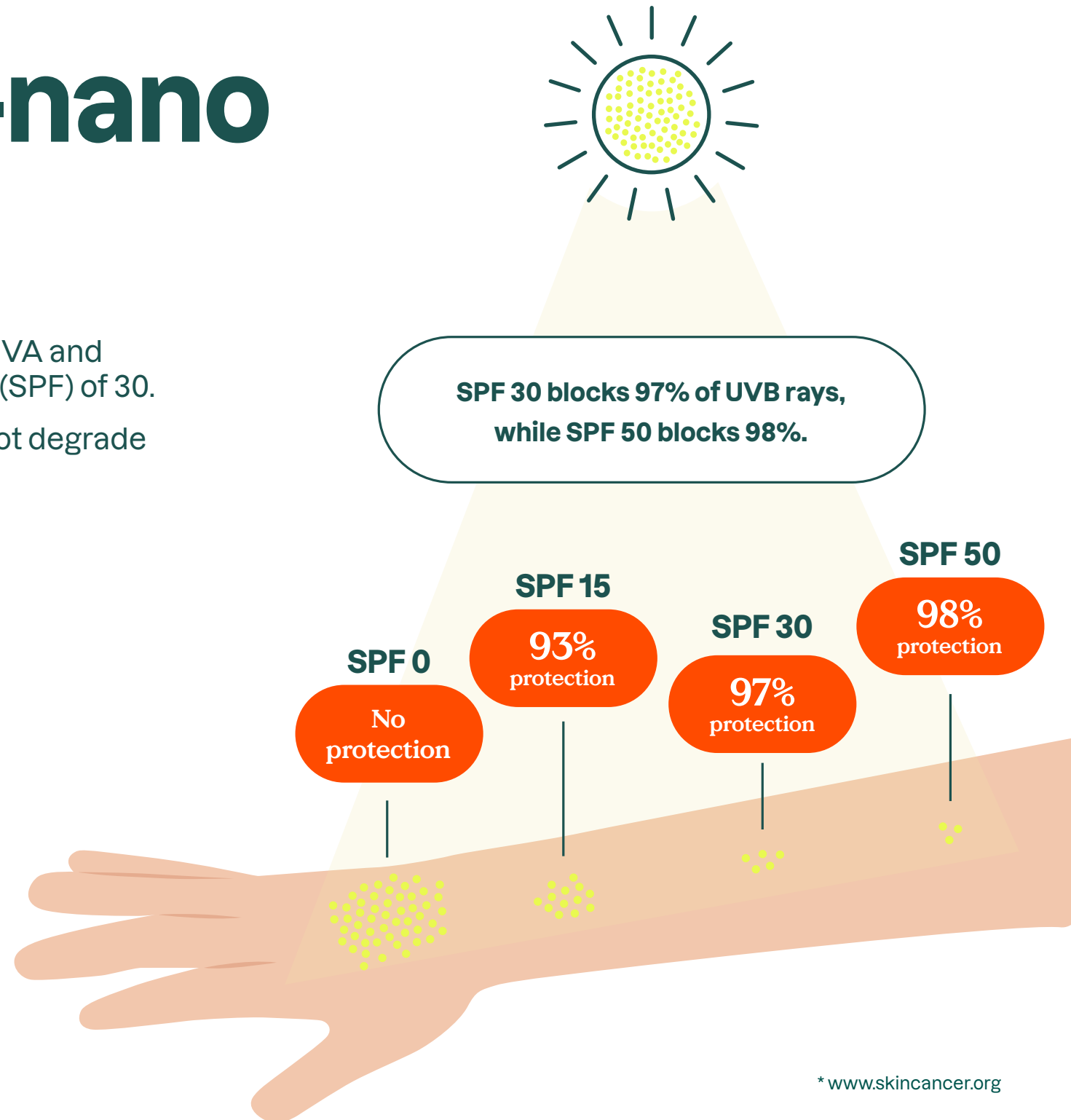


# Made with non-nano zinc oxide

- Forms a physical barrier on the skin, protecting it from UVA and UVB rays (broad spectrum) with a sun protection factor (SPF) of 30.
- The zinc molecules we have chosen are stable and do not degrade after exposure to the sun.

## Why did we choose a SPF 30?

1. Higher SPF = higher concentration of zinc oxide, resulting in a pasty white appearance on the skin. 69% of women believe that a good skincare product with SPF is one that doesn't leave a white trace.
2. SPF 50 gives consumers a false sense of security.
3. Sunscreen products, regardless of their SPF levels, should be applied every two hours.





# Upgrade your suncare routine with our enhanced sunscreen sticks!

We are excited to announce that our product has undergone significant upgrades to provide an even better experience.

## Body sticks

Glides on smoothly.

## Face sticks

Lighter formula without greasy finish. You can enjoy the benefits of sun protection without the heavy feeling.

Non-comedogenic ingredients.

# adult sunscreen sticks

**This premium SPF 30 stick glides on smoothly to offer the same great sun protection.**

- Broad spectrum sun protection.
- Easy to apply.
- Available in an unscented, an orange or in a tropical version.
- Available in a face and body format.



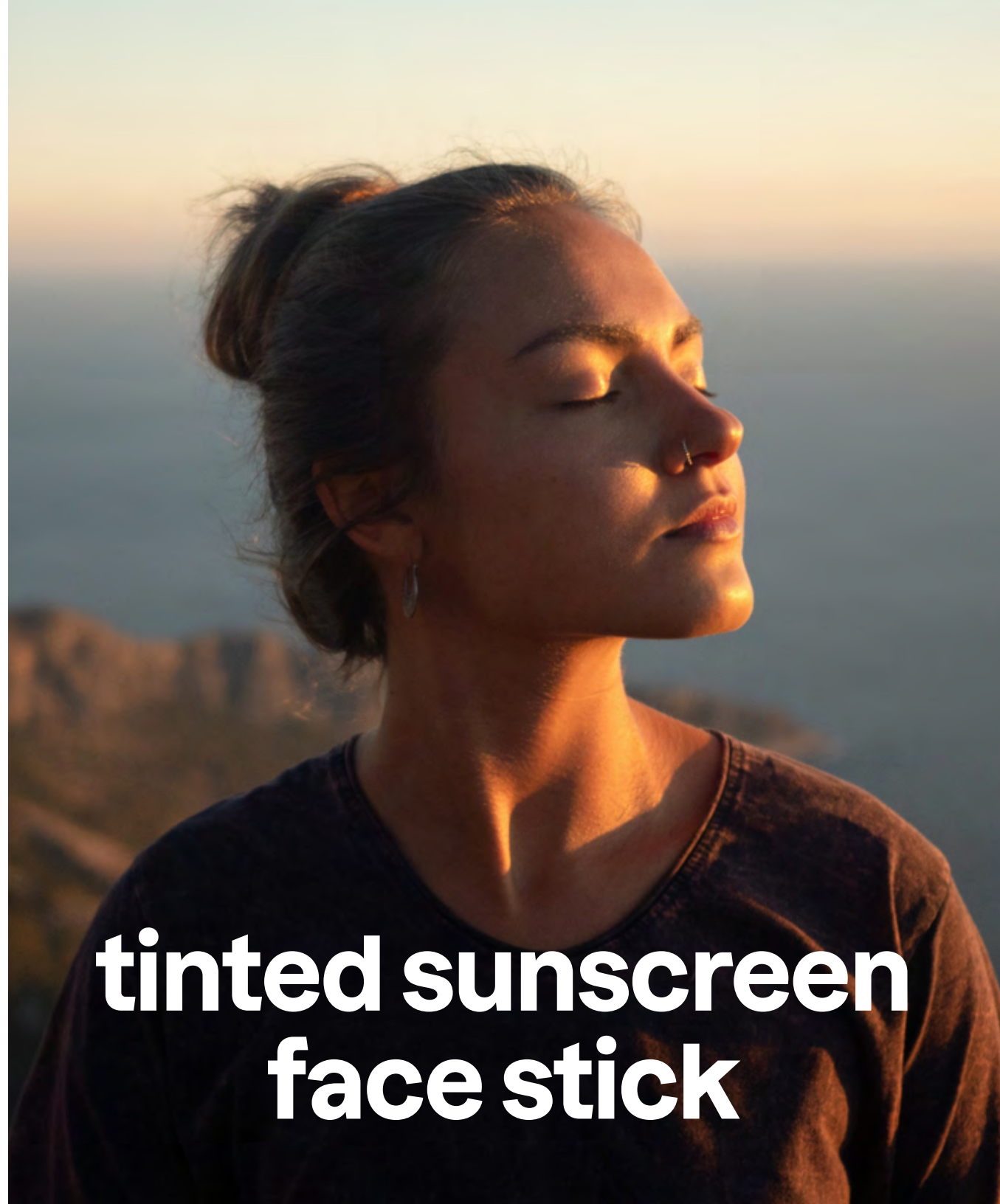


**This tinted SPF 30 sunscreen stick offers sun protection and will leave skin feeling smooth and hydrated all while providing a natural glow.**

- Broad spectrum sun protection that leaves a universal shade for a natural glow.
- Non greasy, slightly tinted and easy to apply.
- No white cast.
- Unscented.



**tinted sunscreen  
face stick**





# oatmeal sensitive sunscreen stick

**Our Mineral Sunscreen Stick SPF 30 forms a physical barrier that protects everyone's skin even the most sensitive ones!**

- Broad spectrum sun protection.
- Easy to apply.
- Available in an unscented version.
- Available in face format.







# kids sunscreen sticks

**Specially formulated for children, this mineral sunscreen protects their fragile skin.**

- Broad spectrum sun protection.
- Suitable for children with sensitive skin.
- Unscented.
- Available in a face and body format.





**For the outdoors lovers, our collection offers a lip balm SPF 15, gentle on the skin and the environment.**



- Easy to apply and non-sticky.
- Enriched with shea butter, coconut oil, argan oil and coconut oil.



**lip balm SPF 15**

Adults



**mineral sunscreen stick - SPF 30**  
Unscented  
60g / 2.1 OZ.  
626232160901



**mineral sunscreen stick - SPF 30**  
Tropical  
60g / 2.1 OZ.  
626232160918



**mineral sunscreen stick - SPF 30**  
Orange blossom  
60g / 2.1 OZ.  
626232160925

Our collection



**tinted mineral sunscreen face stick - SPF 30**  
Unscented  
20g / 0.7 OZ..  
626232160970



**mineral sunscreen face stick - SPF 30**  
Unscented  
20g / 0.7 OZ..  
626232161014



**lipbalm - SPF 15** Coconut  
8,5g / 0.4 OZ.  
626232119855

Kids



**kids mineral sunscreen face stick - SPF 30**  
Unscented  
20g / 0.7 OZ..  
626232160994



**kids mineral sunscreen stick - SPF 30**  
Unscented  
60g / 2.1 OZ..  
626232160987

# What makes ATTITUDE unique?

## Tranparency

EWG VERIFIED™ -  
Peta Packaging FSC  
certified - Vegan.

## Travel format & 0 waste

The entire range can be carried  
in hand luggage thanks to its  
solid format, with no added  
water. The products can be  
used to the very last «drop!»

## Vegan

100%  
biodegradable  
packaging

## Ocean Lovers seal

No ecotoxic chemical filters

## Plastic free

## Healthy ingredients

Non-nano zinc oxide



### We have our own factory

120,000 square feet,  
strong capacity  
of production.

### Sold in over 55 countries

within various  
distribution channels.

### Our lab is at the office

from concept to creation  
at the speed we need.

### Clean ingredients

Developing high quality  
formulas, using only the most  
effective, clean and sustainable  
ingredients – EWG VERIFIED™,  
PETA and ECOLOGO certified

### We planted +1,800,000 trees

our goal: plant more than 2,000,000  
trees in 2023.

**+250 employees**

**Privately owned company**

**Vertical integration**

**Limitless inspiration**



**BE PART OF THE  
FUTURE WITH US**