


DARREN'S STORY



It was a Friday afternoon when Rhonda and Darren received the results of his biopsy. The suspicious mole on his back was indeed cancerous. The whirlwind that followed swept their small family into a world of cancer education, treatments, and difficult decisions. After five years the cancer emerged with a powerful force.

Melanoma, the most deadly of skin cancers, had attacked his lymphatic system. The metastasis quickly spread throughout his body. The cancer would not succumb, no matter what the treatment. At 32, Darren died from a disease that prior to his diagnosis, he never knew to fear.

Darren's youth was spent under the sun, taking part in a number of sports and recreational activities. From surfing to skiing, he had no knowledge of what the sun was doing to his body. Darren, like many of us, never imagined that playing in the sun in his youth without skin protection would attack him in his adulthood. The burning need to educate parents on this fact and to provide information on how to protect their children while in the sun became Rhonda's passion.

Just months after Darren's passing, Rhonda and her brother created the *Darren Lee Farwell (DLF) Foundation*. The Foundation's main goal is to spread the word about the potential dangers of the sun. It allowed Rhonda to successfully educate many, but she wanted to do something more.

Early in Darren's diagnosis, the family began using more sun protective methods for their three young boys. One of the products regularly used was the traditional 'rash guard' that surfers wear. Though not ideal, as they are very confining and normally made of a heavier fabric, they routinely brought them back from their Hawaii vacations as they could not find them anywhere on the mainland. It was when their friends also started asking for rash guards that they realized the need for a *more easily accessible, chemical free, sun protective product*. Thus, UV Skinz was born.

"The southern hemisphere is a good ten years ahead of us in sun protection awareness. I want parents here to know what I've had to learn the hard way," says Rhonda, "and to prevent as many sunburns as possible." It's Rhonda's intention to educate. "This is Darren's legacy to his own three sons, and to as many children as I can reach with UV Skinz."

Live in our Skinz!!!



Why UV Skinz are better than sunscreen:

- ☀ More Effective — Less prone to "missed spots" or "under application"
- ☀ Dependable — Doesn't wash off, rub off, dissipate, penetrate, or expire
- ☀ Cleanliness — Spill-proof, no oily chemicals to pollute your body or the environment
- ☀ Comfortable — Doesn't cause eye irritation or acne
- ☀ Application Ease — Covers large areas in a hurry
- ☀ Cost Effective — Costs about the same as a couple of bottles of sunscreen, but lasts much longer

Top 10 Sun Safety Tips

1. Seek the shade, especially during the sun's peak hours (10:00am – 2:00pm).
2. Wear a broad-spectrum sunscreen with a sun protection factor (SPF) of 15 or higher.
3. Cover up with clothing, especially a broad-brimmed hat and UV-blocking sunglasses.
4. Avoid tanning parlors and artificial tanning devices.
5. Keep newborns out of the sun.
6. Teach children good sun-protective practices.
7. Examine your skin from head-to-toe once every month.
8. Have a professional examination annually.
9. Do not burn! One blistering sunburn doubles your risk for skin cancer.
10. Wear UV Skinz!

What are UV Skinz?

UV Skinz sun protective swim shirts carry a UPF rating of 50+, which blocks out over 98% of the sun's harmful rays, protecting delicate skin from damaging sunburns. Sunscreen isn't always enough, is often not used correctly, and may be irritating to some skin types. Our breathable UV Skinz fabric is silky soft to the touch and has no chemicals, irritating seams, or appliques that may bother the skin.

What Sets UV Skinz Apart?



Other companies offer skin tight rash guards, but UV Skinz are swim shirts, uniquely designed to keep you covered, comfortable, cool, and fashionable. Our swim shirts differ from the common rash guard by fitting more like a t-shirt and, although tight enough to remain protective, the style allows for a less restrictive and confining feel. Other details include breathable and silky-smooth material, flat-lock stitching throughout the garment, an exclusive 'name tag' in the kid's collar to keep track of shirts, and a fun and popular silicone bracelet for the kids to enjoy.

Are UV Skinz just for Swimming?

No way! UV Skinz are great for any outdoor activity. The light weight, soft feel of the fabric wicks away moisture keeping you cool and comfortable all day long. People use UV Skinz for a wide range of activities including swimming, boating, golfing, tennis, gardening, playing in the sprinklers, water parks, beach trips, pool play, rivers and lakes, waterskiing, surfing, snow skiing and sledding. They are even been used as pajamas for the little ones who refuse to take them off!

Why Choose UV Skinz?

Our responsive customer service and passion for our products allows us to provide that extra measure of value which inspires priceless customer loyalty. We care about the integrity of our products and the ability of our clients who wear them to enjoy living under the sun.

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