



HAWAIIAN TROPIC® LAUNCH BEAUTY ESSENTIALS THAT PAMPER AND PROTECT

New Hawaiian Tropic® Suncare Products Allow Users to Indulge in the Senses of the Tropics

SHELTON, Conn., May 5, 2016 – This summer, whether you're spending the day at the beach or running daily errands, you can experience all the indulgences of the tropics thanks to Hawaiian Tropic®. Introducing NEW Hawaiian Tropic® Silk Hydration™ Weightless Lotion Sunscreen and NEW Hawaiian Tropic® Sheer Touch Ultra Radiance After Sun Moisturizer. Now, you can easily stay protected, hydrated and pampered throughout the summer months!

"We are always looking to develop products that provide consumers with our one-of-a-kind sun protection, but also gives them the indulgent, multisensory experience they're looking for," says Danielle Duncan, Brand Manager, Suncare, Edgewell Personal Care. "Many don't like the way sunscreen feels going on their skin, and don't wear it as often as they should. With this in mind, we created the NEW Silk Hydration™ Weightless Lotion Sunscreen to feel as if it's barely on, and the NEW Sheer Touch Ultra Radiance After Sun Moisturizer to soften skin with indulgent moisturization, so women can go about their day looking and feeling their best."

Hawaiian Tropic® Silk Hydration™ Weightless Lotion Sunscreen

The latest product in the brand's Silk Hydration™ line, Hawaiian Tropic® Silk Hydration™ Weightless Lotion Sunscreen provides up to 12 hours of moisturization. With its signature hydrating ribbons of luxurious silk protein and shea butter, the sunscreen leaves skin feeling hydrated and pampered. Blended with exotic island botanicals and the unmistakable Hawaiian Tropic® fragrance, the product's unique, breathable formula delivers a light, airsoft texture that feels weightless on skin. Available in both broad spectrum UVA and UVB SPF 15 and 30.

To help celebrate the launch, NEW Hawaiian Tropic® Silk Hydration™ Weightless Lotion Sunscreen will be featured in seven episodes of actress Shay Mitchell's YouTube series, Shaycation. Watch Mitchell explore the gorgeous Hawaiian island of Maui and Latin-infused city of Miami with Hawaiian Tropic® by her side, immersing herself in the sights, sounds and savory local cuisine. Mitchell has more than 21 million followers across YouTube, Facebook, Twitter, Instagram and Snapchat and will promote Hawaiian Tropic across her social media channels. New episodes of Shaycation air May 3rd through June 28th at Youtube.com/shaymittellofficial and <http://www.facebook.com/OfficialShayMitchell/>.

Hawaiian Tropic® Sheer Touch Ultra Radiance After Sun Moisturizer

Take your sun care experience to the next level with Hawaiian Tropic® Sheer Touch Ultra Radiance After Sun Moisturizer, one of the first after sun lotions that soothes, softens and leaves skin radiant. Containing an innovative formula of shea butter and mango extract, the moisturizer leaves skin feeling pampered and noticeably soft and luminous. The lotion is infused with an Island Mango fragrance and special light reflecting pigments to help skin appear beautiful, radiant and glowing.

The NEW Hawaiian Tropic® Silk Hydration™ Weightless Lotion Sunscreen and NEW Hawaiian Tropic® Sheer Touch Ultra Radiance After Sun Moisturizer are available at mass, grocery and drug retailers nationwide. For more information about Hawaiian Tropic® brand sun care products, visit @HawaiianTropic on Instagram, www.facebook.com/hawaiiantropic, www.hawaiiantropic.com, and the brand's new YouTube channel at YouTube.com/HawaiianTropic.

Leading digital media studio and multi-channel network Studio71 executed and produced the Hawaiian Tropic brand integration partnership, and produces Shaycation.

About Hawaiian Tropic®

Founded in 1969, the Hawaiian Tropic® brand is one of the most iconic and best-known sun care brands in the U.S. With a wide range of products including sunscreens, sunless tanning, after sun, sport and lip, Hawaiian Tropic® sunscreens deliver "indulgent sun protection." All Hawaiian Tropic® sunscreens with SPF's of 15 and higher meet the Food & Drug Administration's requirements for broad spectrum UVA and UVB protection. Hawaiian Tropic® products have carried The Skin Cancer Foundation's Seal of Recommendation for almost two decades.

About Edgewell Personal Care™

Edgewell Personal Care (NYSE: EPC) manufactures and markets a diverse range of personal care products in the wet shave, skin care, feminine care and infant care categories with well-established brand name products such as Schick® and Wilkinson Sword® men's and women's shaving systems and disposable razors; Edge® and Skintimate® shave preparations; Playtex®, Stayfree®, Carefree® and o.b.® feminine care products; Banana Boat® and Hawaiian Tropic® sun care products; Playtex® infant care products and gloves; Diaper Genie® and Litter Genie® disposal systems; and Wet Ones® moist wipes. ©2016 Edgewell. The Playtex® trademark is used under license.

Media Contact:

Kira Rosario
Edelman, for Hawaiian Tropic
(212) 729-2475
Kira.Rosario@edelman.com