

FOR IMMEDIATE RELEASE

Colorescience Launches *Sunstoppable*™ Program to Change the Sun Protection Habits of Current and Future Generations

New program seeks to make daily sun protection a priority for women, men and children of all ages

SAN DIEGO (May 6, 2015) – Colorescience, pioneers in the fusion of suncare, skincare and color cosmetics, is proud to announce the launch of *Sunstoppable*, a program that aims to educate current and future generations about the importance of proper suncare. Through a physician advisory council, year-round educational initiatives and powerful charitable partnerships with the Women's Dermatologic Society and The Skin Cancer Foundation, Colorescience is dedicated to advancing a lifetime of healthy skin habits.

"Exposure to the sun and harmful UV rays can lead to wrinkles, freckles and age spots, not to mention more serious concerns of skin cancer and melanoma," said Mary Fisher, Colorescience CEO. "No matter the activity or weather, daily protection is critical. Simply put, nothing is more important for long term health – which is why we are committed to setting a higher standard of sun protection through our products and the Sunstoppable program."

ALL IT TAKES IS ONE SEVERE SUNBURN

Consumers put their skin at risk daily, and the statistics are startling: skin cancer is the most common malignancy in the U.S., and just one severe sunburn in childhood can double the lifetime risk of melanoma. But with proper protection, most types of skin cancer are 100 percent preventable. Whether at school, work, or on the playground, smart sun habits year-round lead to a lifetime of healthy skin.

Through the sales of Colorescience's Sunforgettable Mineral Sunscreen Brushes, Colorescience's Sunstoppable will put significant efforts towards educating current and future generations on the importance of protecting their skin from the sun and harmful UV rays.

Colorescience will support the following causes and organizations:

- Women's Dermatologic Society: For children, one of the largest contributors to sun exposure is recess and outdoor activity at school. A partnership with The Women's Dermatologic Society's "Time Out, Protect Your Skin" program will bring much needed awareness to the issue of proper sun protection during these daily activities and provide "sun-proofing" protection for students.
- Skin Cancer Foundation: Each year there are more new cases of skin cancer than the combined incidence of breast, prostate, lung and colon cancers. Through its partnership with The Skin Cancer Foundation, Colorescience will continue to focus on decreasing the rate of skin cancer incidence through education and general awareness.

Through the Sunstoppable program, Colorescience and WDS recently planted six Crape Myrtle Trees at Ocean Knoll Elementary School in Encinitas, Calif. The trees will serve as a refuge from the sun for the children during their recess time.

The launch of Sunstoppable is in conjunction with an overall Colorescience brand revival, focusing on protection now for beautiful skin tomorrow. The new Colorescience positioning places a strong focus on the fusion of suncare, skincare and color, and will be animated through a fresh branding campaign, updated Colorescience website and expanded Sunforgettable collection.

For more information on Colorescience's Sunstoppable charitable initiatives and products, please visit www.sunstoppable.com.

About Colorescience

colorescience®

Pioneers in the fusion of suncare, skincare and color – Colorescience, is the only premium “all-in-one” makeup for women who don’t want to compromise health for lasting beauty. Colorescience sets the standard for 100% healthy color cosmetics. Our curated collection of breathable, glowing colors are formulated with exceptional sun protection and skin-nourishing benefits. We meticulously refine our minerals, pigments and nutrient dense ingredients to include enough natural zinc & titanium dioxide to protect even a baby’s face. No compromises, now or ever.

Sunforgettable is a prestige suncare line enriched with superior skincare and exceptional color that blends with one’s natural complexion. Our 100% healthy, doctor-approved formulations provide award-winning protection in a cosmetic formula. Sunforgettable delivers both protection and perfection, ensuring the beauty of your skin today *and* tomorrow.

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