

QUEEN OF CLEAN SAYS “SAVE THE REEF. BAN OXYBENZONE”

As the 2019/2020 summer begins in Australia, it's time to turn au naturale as your sunscreen choice could be affecting our Great Barrier Reef.

A growing body of evidence is pointing to synthetic sunscreens containing chemical absorbers Oxybenzone and Octinoxate that may harm our coral reefs and sea life. Hawaii and the Western Pacific nation of Palau has banned the use of Oxybenzone in skincare products to protect our oceans.

Australia's Green Queen of Clean, a trailblazer of the natural beauty phenomenon, Irene Falcone, believes Australia, home of the Great Barrier Reef, should be following suit. "It's time to dispel the myths around natural sunscreen being expensive or less effective. All sunscreens sold in Australia must be listed by the TGA and comply to strict testing guidelines, so consumers can confidently choose natural sunscreens over the traditional chemical based options".

"Natural sunscreens use active ingredients such as Zinc Oxide to create a physical barrier instead of using chemical absorbers to help protect the skin from UVA/UVB rays, these can be a terrific reef safe and family friendly option"

TO INTERVIEW IRENE FALCONE email shannon@marksonsparks.com or call Shannon Hynes 0459513862

About Irene Falcone

In 2012 working mum of 4, Irene Falcone started her natural beauty product online retailer nourishedlife.com.au as a side hustle in her garage with \$100. Five years later it was worth \$20 million and Irene now stocks over 6,000 products, has 120,000 reviews and 5,000 items go in and out of the warehouse every day with one item sold every 6 seconds.

Irene sells ranges from Oliva Newton-John, Miranda Kerr and Elle Macpherson as well as the Bindi Irwin designed zero waste haircare range. Nourished Life is a one-stop-shop for natural skincare, body care, hair care, makeup, sun care and eco-friendly homewares and clothing brands.

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