



STREAM2SEA

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FOR IMMEDIATE RELEASE

Oct. 19, 2020

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Stream2Sea Teams Up with Shark Allies to Educate Against Shark Oil in Cosmetics

Stream2Sea, which set the standard for reef-safe sunscreens, has become the first brand to officially join the Shark Allies' Shark Free Products Campaign.

"More than three million deep-sea sharks are killed every year, in part for an oil called squalene contained in their livers," said Autumn Blum, Stream2Sea founder and formulator. "Squalene is a wonderful natural ingredient, but only when its derived from sustainable sources like olives."

Up to 100 million sharks are killed every year, mostly for their fins which are considered a delicacy in parts of Asia. "That's simply not a sustainable loss," said Stefanie Brendl, founder and executive director of Shark Allies. "Over the last 30 years, some shark populations have declined by more than 90% and one-third of all shark species are threatened with extinction. As apex predators, sharks are critical to the survival of marine ecosystems around the world."

Ironically, Brendl and Blum both built their organizations after "aha" moments in Palau. Blum saw a sheen of skincare products floating over a pristine coral reef; Brendl saw a boat returning to shore with dried shark fins hanging from its railings. Both returned to the states determined to help protect the planet's waters in the best way they knew how.

Stream2Sea's formulations have always contained squalene derived from olives but shark squalene is often less expensive and is often found in skincare products that don't include information on its sourcing.

"This is another example of why reading labels is so important," Blum said. "The government doesn't require that brands identify where their squalene comes from, but we want customers to know that we are not part of an industry that kills three million animals a year."

And unless a label clearly identifies a source for squalene, there's a good chance that it came from sharks because it can be less expensive than squalene derived from other sources. "Over time, we're hoping that prices will drop as demand for vegetarian squalene increases," Blum said.

The goal of the Shark Free Products Campaign is to educate consumers who typically have no idea where ingredients in their skincare products come from, Brendl adds. "Sometimes we get questions like 'why is shark-free skincare important' because most people don't connect sharks with their favorite lotions or creams."



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Squalene, however, is such an effective moisturizer that Stream2Sea has expanded its product line to include [100% squalane drops](#). “Squalene is actually a component of healthy human skin, so it absorbs quickly and penetrates outer layers of skin to provide lasting moisture,” Blum said.

“But like collagen, natural levels of squalene decline as our skin ages, making it harder to maintain optimum levels of moisture and protect your skin.”

Squalene not only improves the elasticity of skin – reducing the appearance of fine lines and wrinkles – it also functions as an antioxidant and anti-inflammatory compound. “Antioxidants, of course, protect your skin from the damaging effects of the sun and its anti-inflammatory compounds calm the redness.”

Starting this month, Stream2Sea products containing squalane will be flying the Shark Free flag. Stream2Sea is proudly contributing 20% of website squalane sales through the end of the year to support the Shark Free educational campaign. Learn more about shark free squalane at <https://stream2sea.com/sharkfree/>.

About Stream2Sea: Stream2Sea is setting the standard for reef-safe products. It is the only company in the world to offer products that are proven safe for freshwater fish, saltwater fish and coral larva, and its sunscreen has passed the stringent testing to earn the prestigious Protect Land+Sea certification from Haereticus Environmental Labs. Sunscreens, sun and sting relief gel, conditioning shampoo and body wash, leave-in conditioner, nourishing body lotion and lip balms are all formulated with powerful antioxidant blends to protect skin from sun damage. Stream2Sea products are available online at www.Stream2Sea.com or ask for them at your favorite health food store, dive center or outdoor retailer.

About Shark Allies: Based in California, Shark Allies is dedicated to the protection and conservation of sharks and rays. Its focus is on taking action, raising awareness, and guiding initiatives that reduce the destructive overfishing of sharks on a global scale. Learn more at www.sharkallies.com

About Squalane/Squalene: Squalene is the natural substance found in human skin and shark liver, but it is naturally hydrogenated to create squalane, which has a longer shelf life, for use in skincare products.