Solar Protective Factory Launches Sun-Protection Superstore Website: This Shirt is More Than a Novelty T-Shirt

Today, SPF(R) announces its new online Internet Sun-Protection Superstore, (www.SunProtectionCenter.com), carrying a full range of sun-protective clothing and accessories for men, women and children. The new website features only the highest quality UV rated clothing and the most innovative sun protection accessories found anywhere on the web. This site also serves as an important information resource for tips, facts and reports on issues in sun protection.

MADISON, Wis. (PRWEB) April 6, 2007 -- There is also an SPF blog where scientists, the medical community and the public can view commentary on the latest information and technology in sun protection as well as making their own comments and inquiries at www.UVindexblog.com.

Seared into the American iconography by the likes of James Dean and Marlon Brando, the cotton T-shirt has become the casual choice of comfort for many millions of Americans. More than 1.5 billion T-shirts are sold annually in the US (that's just under 48 a second!), yet millions of Americans are unaware that these trusty garments allow dangerous doses of UV through to their skin - unknowingly increasing their chances of developing skin cancer.

A typical 100% cotton T-shirt has a sun protection rating of only SPF 6, well below the recommended level of SPF 15. Developed by the Solar Protective Factory, SPF(R)'s T-shirts are made from 100% premium, breathable cotton and are the only 100% cotton shirts certified by independent laboratory tests to exceed both AATCC and ASTM standards (the U.S testing and labeling organizations) and earn a UV protection rating of UPF 40-50+, the highest possible. This protection isn't fleeting either. The T-shirts must pass a full-spectrum UV test for both UVA and UVB after being subjected to 40 home launderings and over 4 days of constant UV bombardment. No other countries' testing standards can claim to be as rigorous or as thorough.

"Our SPF(R) shirt looks like a T-shirt and feels like a T-shirt, but when it comes to blocking the sun's dangerous UV rays, it's more like a coat of armor," says SPF(R) co-founder, Terry Breese.

Less expensive than most of the ordinary cotton shirts sold by brand-name clothing companies, while blocking over 97% of UV rays, these SPF(R) T-shirts will revolutionize sun-protection with affordability.

The United Nations has estimated that 60,000 people died worldwide last year from overexposure to the sun. In America, one person dies every hour, of every day from melanoma skin cancer. Over the last five years, more than five million Americans have been diagnosed with skin cancer. Most of the sun damage (80%) occurs before age 18. By wearing sun-protective clothing, especially starting at a young age, it may now be possible for hundreds of thousands of people to lower their risks of developing skin cancer.

About Solar Protective Factory

The break-through technology that the Solar Protective Factory developed in the early nineties that enabled many synthetic fabrics to block up to 99.9% of UVA and UVB led to NASA adopting SPF fabrics for their sun-space suits for children. These protective suits allowed children with severe UV allergies to go out in the sun.
safely for the first time in their lives.

Products made from this family of UV protective fabrics are available as Solarweave(R) and Solarknit(R) in a wide variety of styles. Companies such as Nike(R), Reebok(R), Liz Claiborne(R) and Sportif(R) have used SPF(R) fabrics for their apparel, headwear, swimwear, tents and umbrellas.
Contact Information
Harvey Schakowsky
Solar Protective Factory
http://www.sunprotectioncenter.com/
608-271-9400

Online Web 2.0 Version
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