

Hawaiian Tropic® Is Looking For a “New Face” – and It Could Be Yours! #NewFaceofHawaiianTropic



This post is sponsored by Hawaiian Tropic®.

By Kerri Sheehan

Gone are the days of the bitter winter weather, thick sweaters and pale skin. The sun is beginning to shine, and summer is peeking around the corner. It's time to shed what's left of your winter layers and welcome beach season with open arms. Before you step out into that sun, make sure you're prepared with some Hawaiian Tropic® products, so you can keep your skin healthy while still soaking up the rays. Don't fret if the colder months left you with some extra padding, as Hawaiian Tropic® announced that they are retiring their Miss Hawaiian Tropic Bikini Contests and launching an online search for the “New Face” of Hawaiian Tropic®. They are looking to celebrate the whole woman – inside and out – rather than just the way she looks in a bikini.

Do you think you have what it takes to be the “New Face” of Hawaiian Tropic®? The brand is inviting women to enter their nationwide Facebook contest and become the brand's new spokesperson. The woman who best embodies everything Hawaiian

Tropic® now stands for – someone who represents beauty, confidence, indulgence and style while enjoying the sun and keeping her skin healthy – will appear in Hawaiian Tropic® advertising, receive an all-expense-paid tropical vacation and serve as an official brand spokesperson. All you need to enter is a face and the desire for healthy glowing skin.

“The modern Hawaiian Tropic woman still loves to spend time in the sun, but also understands the importance of sun care in helping to keep her skin healthy,” said Danielle Duncan, Brand Manager of Hawaiian Tropic®. “We’re looking for a new face of the brand who captures that sensibility, and shares the Hawaiian Tropic philosophy that broad-spectrum sun protection can be as luxurious and pampering as any other beauty product.”

Hawaiian Tropic® has always been at the forefront of innovation, creating luxurious sun care that pampers and protects the skin. The brand introduced the first SPF 70 in 2000 and launched Silk Hydration sunscreen in 2012, the first sun care to combine ribbons of moisturizer and sun protection and a sure-fire way to keep your skin looking fresh and new! Hawaiian Tropic® has remained committed to offering premium, indulgent sun care products infused with exotic island botanicals and a signature tropical fragrance. These products make getting your daily dose of Vitamin D just as nice for your nose as it is for the rest of your face.

Beginning today through May 31, 2013, women can enter the contest by visiting the Hawaiian Tropic® Facebook page and submitting a photo and information about their personality and interests. Submissions will be reviewed by an independent panel of judges, and the top five finalists will be announced on June 28, 2013. Then, America will be able to vote on the finalist they believe best embodies the modern Hawaiian Tropic® woman by visiting the brand’s Facebook page until July 18, 2013. The finalist with the most votes will be unveiled as the New Face of Hawaiian Tropic® on July 19, 2013. Throughout

the contest, you can also enter to win weekly prizes, including designer sunglasses, beach towels and Hawaiian Tropic ® products.

You can enter and vote on the New Face of Hawaiian Tropic® contest on [Facebook](#). For more information about Hawaiian Tropic® brand sun care products, please visit www.hawaiiantropic.com.

