

Help Pick the New Face of Hawaiian Tropic®

This post is sponsored by Hawaiian Tropic®.

By Kerri Sheehan

Summer is heating up and so is Hawaiian Tropic's New Face contest. Earlier this year Hawaiian Tropic® announced that they are retiring their Miss Hawaiian Tropic Bikini Contest, and instead launching an online search for the New Face of Hawaiian Tropic. The brand, which introduced new, premium formulas and updated packaging in recent years, invited women to enter their nationwide Facebook contest to become the brand's news spokesperson. Since then five finalists have been chosen and have a chance to appear in Hawaiian Tropic advertising, receive an all-expense-paid tropical vacation and serve as an official brand spokesperson. Now it's up to you to decide whom you want to win. Vote for the woman who you think best embodies everything Hawaiian Tropic now stands for – beauty, confidence, style, enjoying the sun *and* keeping skin healthy.

“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. The brand has evolved as consumers' expectations of sun protection have changed, but at its core Hawaiian Tropic has remained committed to offering premium, indulgent sun care products infused with exotic flora and fauna extracts and a signature tropical fragrance.

You can vote for the woman you believe best embodies the modern Hawaiian Tropic woman by visiting the brand's **Contest Page** page. The finalist with the most votes will be unveiled as the New Face of Hawaiian Tropic on July 31, 2013. Throughout the contest, woman can also enter to win weekly prizes including designer sunglasses, beach towels and Hawaiian Tropic products. For more information about Hawaiian Tropic brand sun care products, please visit www.hawaiiantropic.com. Now what are you waiting for? Get online and vote so you can go back outside and enjoy the sun!