

Press release

Stockholm, 23rd April 2013 for immediate release

### **Chic swimwear for boys and girls with the added bonus of UPF 50+**

Swedish brand **Beachdragons** launches its first collection of stylish beachwear and swimwear for children this spring. The pieces all come with excellent UV-protection and are designed so children can play comfortably and safely in the sun without compromising on style and attitude.

All fabrics used in the collection are tested according to the strict Australian Standard AS/NZS4399:1996 and come with UPF 50+ protection, meaning 98% of the sun's harmful UVA and UVB radiation is blocked out.

Anchors float alongside starfish and jellyfish and the occasional shark in a range of blues, greys and reds. Purple turtles swim alongside pink anchors in a gorgeous paisley print and there are choices for those little ones less interested in the sea, such as pretty yellow butterflies and a heart shape filled with hearts. All prints are Beachdragons' own unique designs and, along with premium quality and functionality, are the elements that the trademark stands for.

Owner Jessica Dahlberg explains:

*"The company caters for conscientious parents who embrace diverse fashion, who want to create an individual, relaxed beach look for their children and protect them from the sun's harmful rays."*

**Skin cancer is now the most common type of cancer in young people aged between 12-24 years old (Cancer Research UK). Despite the fact that the sun's rays are getting stronger as a result of climate change and thinning ozone layer, the increase in skin cancer is mainly behaviourally driven. More than 90% of all skin cancers are caused by sun exposure and could have been prevented by sensible behaviour.**

Jessica comments:

*"Since 80% of all sun damage takes place before the age of 18 and children's skin is thinner and far more sensitive to the sun, I feel it is absolutely essential to provide your child with the best sun protection."*

The collection consists of rash guards, sun protection suits, swimsuits, bikini bottoms, nappy pants and swim shorts. All the pieces of the collection come with the excellent UV-protection UPF 50+ and available sizes range from 6 months to 10 years.

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Please contact us at [info@beachdragons.com](mailto:info@beachdragons.com) or +46 70 949 0110 for further information.

Hi-res images are available under PRESS at [www.beachdragons.com](http://www.beachdragons.com)

**Username:** press **Password:** beachdragons

**Notes:** Beachdragons was founded in January 2012 by Jessica Dahlberg, a mother of three who decided to start her own company after spotting a gap in the childrenswear marketplace – stylish beachwear with UV-protection.