

FROM THE LAB OF DR. NIC MARTENS

**SCAPE**<sup>TM</sup>

**ATHLETE SUNBLOCK**

MEDIA  
OUTREACH  
2010

FROM THE LAB OF DR. NIC MARTENS

**SCAPE**<sup>TM</sup>

**ATHLETE SUNBLOCK**

**PRINT MEDIA**

# BUYER'S GUIDE

BEST GEAR of 2011 298 PICS

**WIN THIS BIKE!**  
PAGE 70

TRANSITION ZONE

**Transition Zone** is a new line of gear designed for the transition zone, where you'll be switching between your bike, your run, and your swim. It's a place where you'll be wearing your gear for a long time, so it's important to have gear that's comfortable, durable, and easy to use. The new line of gear is designed to be comfortable, durable, and easy to use. It's a place where you'll be wearing your gear for a long time, so it's important to have gear that's comfortable, durable, and easy to use.

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42 TRIATHLETE BUYER'S GUIDE

**INSIDE:** BIKES, NUTRITION, WETSUITS, SUNGLASSES, AEROBARS, GOGGLES, SADDLE, RACE CLOTHES, RUNNING SHOES, PEDALS, WHEELS AND MORE

DISPLAY UNTIL APRIL 1, 2011  
 SPRING 2011 TRIATHLETE.COM  
 \$7.99  
 6 13  
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# peloton

fuel for the ride.

## peloton hit list

[ under \$150 ]

### Scape Sunscreen

Make your skin happy. Waterproof, sweatproof, loaded with vitamin A and antioxidants. Developed by Dr. Nic Martens, the mastermind behind Johnson & Johnson's Neutrogena brand. Lets your skin breathe and something you should be slathering on year round. PRICE: \$30 (Complete Athlete pack) MORE: [scapelabs.com](http://scapelabs.com)



DECEMBER 2010 | \$7.99



[WWW.PELOTONMAGAZINE.COM](http://WWW.PELOTONMAGAZINE.COM)

# 01

NEW ORLEANS *Cycling*  
VINCENZO NIBALI *Interview*  
ALPES *Climbing to Heaven*

→ SPECIAL INSPIRATION ISSUE ←

# RUNNER'S

WORLD

DECEMBER 2010



## Get Fire Up

The Secrets  
Lasting Mot  
ACTION PLAN I

## Beat Year Fatigue

Kick Back, Guilt-  
Stay Fit, Hit Your

## 10 WINTER POWER

Eat Yourself Hea



### COVER UP

Sunblock may seem a rather mundane item to include in a list of the year's best products. But **SCAPE'S ATHLETE SUNBLOCK** (\$14.95) is a fully waterproof, SPF 50+ lotion that bonds so completely, it lets your skin breathe and sweat freely without gunking it up. Plus, we were so pleased to discover a lotion that didn't run into our eyes when sweating, we thought everyone should know about it. [scapelabs.com](http://scapelabs.com)

**BEGINNERS**  
20-MINUTE  
WORKOUTS

What Hurts?  
How to Treat  
Soreness (And  
Avoid Injury)

**Heroes**  
The Leaders,  
Humanitarians,  
& Remarkable  
Runners of 2010

**BUYER'S  
GUIDE**

**New-Shoe  
Reviews**  
HOLIDAY GIFTS  
FOR RUNNERS

**RW EXCLUSIVE**  
**THE DOPER  
COMES CLEAN**  
A marathon champion's EPO  
use and quest for redemption



RUNNERSWORLD.COM  
WORLD'S LEADING RUNNING MAGAZINE

# triathlete

## Center Stage at Kona

SWIM  
BIKE  
RUN

GEAR BAG

### Tri-Specific Skin Care

As the colder temperatures of late fall and early winter approach, it's easy to forget about protecting your body's biggest asset. Use this Fall's Hawaii's look at some products that will help keep your skin in good health at the pool or wherever your training takes you.



#### Triswim Body Wash

Triswim's Triswim Body Wash is formulated to provide the best skin care for triathletes. It's gentle on your skin and contains natural ingredients that help soothe and hydrate your skin. The Triswim Body Wash is formulated to be gentle on your skin and contains natural ingredients that help soothe and hydrate your skin. The Triswim Body Wash is formulated to be gentle on your skin and contains natural ingredients that help soothe and hydrate your skin.



#### SCAPES Rejuvenating Face Moisturizer with SPF 30

My personal favorite from the SCAPES line is the Rejuvenating Face Moisturizer with SPF 30. It's a great product that should be applied daily, especially if you're in the sun. It's a great product that should be applied daily, especially if you're in the sun. It's a great product that should be applied daily, especially if you're in the sun.



#### SCAPES Sunscreen

After triathletes' unique skin care needs have been taken into account, SCAPES has a little special trick up its sleeve. The product is formulated to be gentle on your skin and contains natural ingredients that help soothe and hydrate your skin. The SCAPES Sunscreen is formulated to be gentle on your skin and contains natural ingredients that help soothe and hydrate your skin.

TRIATHLETE.COM | November 2010

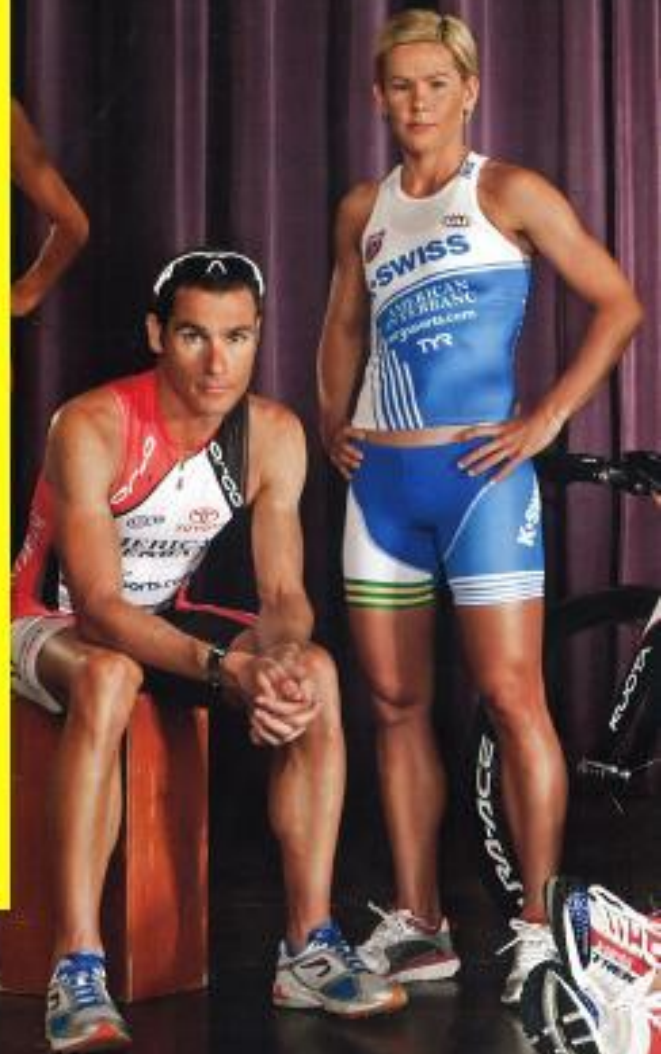
NOV 2010 TRIATHLETE.COM

\$5.99

11



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# WHERE TO LIVE NOW

## 25 DREAM TOWNS

# #1

SEE PAGE 34

LIVE THE ACTIVE LIFE

# Outside

### EDITORS' CHOICE

THE BEST NEW RUNNING SHOES

### EVEREST MYSTERY

INVESTIGATING THE MOUNTAIN'S OLDEST RIDDLE

← Human Meteor  
Felix Baumgartner

### + FITNESS BREAKTHROUGH

THE 20-MINUTE, NO-FUSS HOME WORKOUT

# JUMPING 120,000 FEET INSIDE THE STUNT SUIT

#### BEST FOR:

#### Endurance Junkies

Scape SPF 50+ Athlete Sunblock

Some sunscreens make it harder for your skin to sweat. Scape is not only extremely water-resistant, so it won't run in your eyes or wimp out after a swim leg; it also has a porous structure, allowing your skin to perspire freely. And it will probably last longer than you can: During in-race testing on Ironman triathletes in Kona, Hawaii, it proved effective for eight hours. From \$14; [scapelabs.com](http://scapelabs.com)

AUGUST 2010

\$5.99

08>



OUTSIDEONLINE.COM

+ HOW TO MAKE THE ULTIMATE SPORTS DRINK (SEE PAGE 95)

MORE SEX, BETTER SEX



TONS OF  
USEFUL STUFF

# Men's Health

FREE TRAINING GUIDE!

## LOSE VOLUME

How can I itch- and sunburn-proof my summer?

PETER, RYE, NY

### SUNBURN

#### PREVENT

Scape Athlete Sunblock Spray, SPF 50

This sweatproof, waterproof spray is made with octocrylene and avobenzone, a combo for long-lasting protection.

\$15, [scapelabs.com](http://scapelabs.com)



SECRET WAYS TO  
**LOOK GREAT!**  
(INSTANTLY)

## HARD ABS MADE EASY

## STRIP AWAY MONEY STRESS

The Men's Health Guy

### Josh Holloway

"A LOT OF GROWTH TAKES PLACE THROUGH YOUR INSECURITIES. YOU MUST ALWAYS EVOLVE."

Josh wears J Brand jeans and a Calvin Klein Underwear T-shirt

MensHealth.com

JUNE 2010  
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0 71486 02737 9

BE  
FITNESS & WEIGHT-LOSS TIPS

# CANADIAN Cycling MAGAZINE

The  
Bike  
Theft  
crisis

# Emily Batty

Mountain biking's  
rising star



## Sunscreen

While many clothing manufacturers are now offering UV-resistant cycling clothing, this does not offer any protection for uncovered arms, legs and the face. For these exposed areas and for extra protection under clothing, consider using a high SPF-rated sunscreen.

**Scape**  
**Athlete**  
**Sunblock**  
**SPF 50**  
\$15

This waterproof and sweatproof sunscreen offers complete UV A and B protection that won't easily sweat off during long rides. The sunscreen's non-greasy feel and non-pore blocking formula improves comfort during high heat and humidity.

**Coppertone**  
**Sport**  
\$12

Available in an innovative spray, Coppertone Sport sunscreen delivers waterproof and easy-to-apply UV A and B protection. Simply spray it on exposed skin and start riding.



## Climb like a pro

Special Report:  
Keeping cool

Commuter bikes  
and accessories

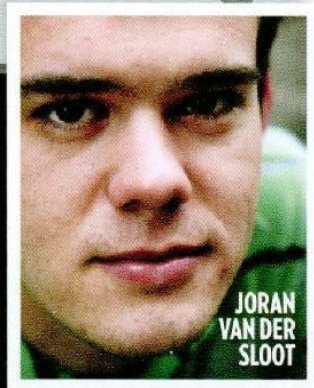
Tested: Euro  
road bikes

The  
gold-medal  
architect

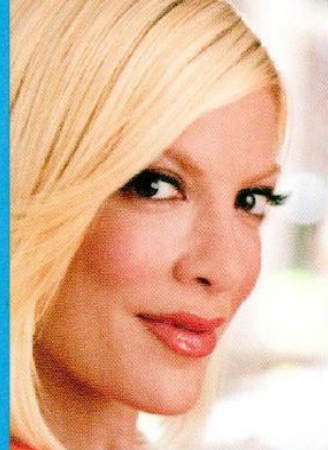
# People

HOLLOWAY CASE BOMBSHELL

# JUSTICE



JORAN VAN DER SLOOT



BOOK EXCLUSIVE

**TORI SPELLING**  
I'M SCARED MY HUSBAND WILL CHEAT ON ME

## Father's Day GIFT GUIDE

EVERYTHING \$50 AND UNDER!

More than 40 perfect picks for Dad—and not a tie in sight!



**WORLD CUP FLIP-FLOPS**  
He'll flip for his favorite soccer team footwear, \$24 a pair; us.havaianas.com

### SPORTY

**VINTAGE BASEBALL**  
U.S.A. hand-cut and hand-stitched replicas of the same balls used in the 1914-1915 Federal League, \$40; huntingtonbaseballco.com



**GYM POUCHES**  
Treated fabrics separate wet and dry stuff from... other stuff. Wet suit bag, \$18; Stuff bag, \$19; Flight001.com



**HANDLEBAR BAG**  
Includes a waist strap inside to convert bag to hip pack once you arrive, \$35; timbuk2.com

**SUNSCREEN**  
Developed by a two-time Ironman champ. Bottle, \$14.99 and Face Stick, \$11.99; tripports.com



...t Joran Sloot  
...ses to  
...er in  
...ill he now  
...truth  
...happened  
...a to  
...ssing  
...an teen?



**SANDRA BULLOCK**  
HER HAPPY NEW LIFE

NATALEE HOLLOWAY  
MISSING SINCE 2005

STEPHANY FLORES RAMIREZ  
MURDER VICTIM

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PEOPLE.COM

# LA S&F<sup>®</sup>

LOS ANGELES SPORTS AND  
FITNESS MAGAZINE  
SUMMER 2010

## SUMMER ENERGY ISSUE

CrossFit  
Endurance  
Will Blow  
You Away!



### GEAR GUIDE

### SUMMER ESSENTIALS

You may not need layers of clothes this time of year, but your skin needs more care, and your thirst needs extra quenching. These so-called "lazy days" are a lot of work! We dug up a few cool new products to keep the "labor" manageable, safer, and maybe even more enjoyable.

#### Scape Athlete Sunblock



When the summer sun calls so does your need for adequate protection. And that means you need something with a high SPF (this one is 50+), water and sweat resistance, and has a nice natural feel on your skin. Scape claims it's five times more water and sweat-proof than anything on the market. It goes on smoothly and cleanly (no zinc oxide means no thick white layer), absorbs quickly, and doesn't run into your eyes as soon as you start sweating. A whole line of products includes cream, spray, face stick and lip

balm. If you are an active outdoor athlete, this is a product worth giving a run this season. Available at A Runner's High, Phidippides, and A Snail's Pace, to name a few.

**\$3.50-\$15**  
[scapelabs.com](http://scapelabs.com)

# ENDURANCE TO THE EXTREME



**Lock Primer:**  
8 Styles to Fit Your Needs, pg 61 >

**Win a Melon Slice**  
folding bike, pg 71 >



# BICYCLE TIMES

YOUR EVERYDAY CYCLING ADVENTURE

**Pedal  
by Day**  
Play by Night

**BICYCLES**

Built With  
Passion



## Scape Athletic Sunblock

More than one million cases of skin cancer are diagnosed in the United States each year, but there's no better time to ride a bike than when it's beautifully sunny outside. Scape Athletic Sunblock, developed by biochemist and athlete Dr. Nic Martens, was designed to help protect active people while we play in the sun. The complete Scape sun product line is loaded with technology to keep sunblock in place regardless of sweat or exposure to water. The 13g face stick is sweat- and waterproof, has a UVA+UVB SPF 50, and can be applied to wet or dry skin. The stick delivery format keeps the lotion off of your palms and off your grips or bar tape. It's also small enough to fit in any pocket. Retail is \$10 and it's made in the U.S.A. Scape's sun line can be found at [www.scapelabs.com](http://www.scapelabs.com).

ISSUE 006 \$4.95



0 74851 08263 8  
KEEP ON RACKIN' UNTIL 09.6.10

[BICYCLETIMESMAG.COM](http://BICYCLETIMESMAG.COM)

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# WOMEN'S Running

YOUR LIFE IN MOTION™

## Secrets to HEALTHY WEIGHT LOSS

SUMMER'S HOT  
*Active Swim*

8 Weeks to Your First  
**FASTEST 5k**

**From A to DD**  
Find the Perfect Fitting Run

**SCAPE SUNSCREEN** Finally, suncare products for endurance athletes. SCAPE skincare is five times more waterproof than other sunscreens, will not rub off, allows skin to breathe and keeps body temperature down. They have the highest UVA protection on the market and are loaded with vitamin E and antioxidants to nourish skin.

[scapelabs.com](http://scapelabs.com)



Olympic Medalist

**SHALANE  
FLANAGAN**

Moves On Up

plus  
*Build a  
Healthier Salad*

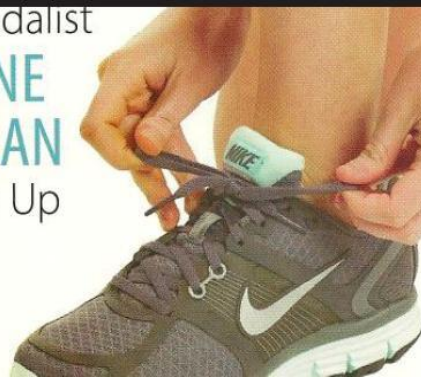
JULY/AUGUST 2010  
DISPLAY UNTIL AUGUST 24

\$4.99US/CAN

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womensrunning.com

Wake Up to Clear, Radiant Skin! The So-Simple Plan P.110

# SELF

YOU  
AT YOUR  
BEST

## Healthy Eating Made Easy

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Taste-Test  
Winners!

Your Supermarket Cheat Sheet  
To Delicious Foods in Every Aisle!  
Just Shop, Eat and Lose Weight

Here Comes the Fun

# Have Your Best Summer Ever!

**IN THE BEDROOM!**  
Make Sex As Good for  
You As It Is for Him

**ON THE BEACH!**

**MEDICAL**

**Main squeeze** Found! The ultimate sporty sunscreen. SPF 50+ Scape Athlete products (\$4 to \$14; ScapeLabs.com) are waterproof but lightweight and breathable.

**Everything:**  
(Yes, Even Your Money)

True Blood's  
Anna Paquin

Live  
the Life  
You Want  
to Live

World's Leading Bike Magazine

JUNE 2010  
BICYCLING.COM

# Bicycling

## Get Fast Now

WITH LANCE'S  
NEW SECRET  
PLAN

PAGE 54



BEST RACE BIKE: THE PINARELLO DOGMA, PAGE 87.

gear THE 5...

## ...THINGS TO TAKE ON LONG ROAD RIDES

SUMMER IS MADE FOR BIG DAYS, WHETHER YOU'RE HEADED OUT FOR AN ORGANIZED RIDE OR A SOLO JOURNEY. HERE'S WHAT TO BRING TO ENJOY THE ADVENTURE—NOT JUST SURVIVE IT.

### 1. LONG-LASTING PROTECTION 1



### Scape sunscreen \$15/4 oz.

Nic Martens, PhD, a sunscreen specialist who previously led product development at Neutrogena, started the new Scape skincare line with two-time Ironman world champ Craig Alexander. The duo designs products for athletes who spend a lot of time in direct sunlight. The SPF 50 sunblock contains high-tech polymers; Scape says they make the lotion (foam, spray, and face stick formats are also available) adhere to your skin more effectively, despite sweat or spraydowns. We've yet to test it during high-summer sweatfests, but on spring rides Scape has shielded our pale skin well. It applies easily and has an almost moisturizing quality that doesn't attract grit or irritate skin. INFO: [scapelabs.com](http://scapelabs.com)—Loren Mooney

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WA  
LO  
PAGE 4

6

AMATEUR DOPING

# Sun Worshippers Pay the Price for Protection

By Lou Dzierzak

**D**aylight savings time began this past weekend. The spring sun's warm rays will bring millions of runners, cyclists, hikers and walkers outside. While everyone is looking forward to warm weather and sunshine, there is some cause for concern.

According to the Center for Disease Control, skin cancer is the most common form of cancer in the United States. The CDC reports approximately 65–90 percent of melanomas are caused by exposure to ultraviolet light or sunlight.

Dr. Tony Kovacs, executive vice president, sales and marketing, Skin Elements USA reports, "Over the last four years I've noticed people having a better understanding of damage from the sun and using terms like ultraviolet A and ultraviolet B. Overall the population is becoming better educated and more aware of the damage of accumulated exposure to the sun."

**measures to care of their skin."**

Previously called the official sunscreen of Outdoor Retailer and InterBike trade shows Kinesys has focused on creating strong relationships with athletes. Jeff Kletter, Kinesys president and co-founder says, "Athletes are a tough crowd to market. If you get your product on the athlete and it works for them they will be loyal buyers for years."

Competition is fierce. Carlson says, "Every company has their own spin. Some promote safety but may be greasy. Some say they don't rub off but the protection isn't very good."

As consumers increase their use of sun protection products, their purchase criteria has evolved. The current list of consumer needs includes UV protection, fragrance free, organic, biodegradable and non-greasy.

Carlson notes that although high SPF numbers attract consumers they can be misleading. She explains, "Everyone goes to the bottle with the highest SPF. They see 50+ and believe that's great. While these products offer great protection from sunburn they don't protect against the UV rays that ultimately cause the long-term skin damage."

Kovacs notes, "As products within our category get better and better all these elements get added to the consumer's checklist."

For some outdoor enthusiasts, arm sleeves offer an alternate approach to sunscreen. Shannon Farar-Griener, president Moeben, marketer of sleeves notes that the UV protection is inherent in the fabrics used rather than chemically added. ■

Elisette Carlson, spokesperson of Scape Labs adds, "There's a lot more information out there about how to protect your skin from the sun than about products to help you get a great tan."

Companies like Kinesys, Outside Labs, O'Keeffe's Company and Soleo USA are taking advantage of the opportunity. Kovacs



Pictured, left to right: Moeben sleeves offer UV protection; KINESYS sunscreen products are dermatologist tested and used; SCAPE SPF50+ Athlete Sunblock Spray comes in recyclable aluminum packaging; and O'Keeffe's Company Life Out There skin care is highly concentrated, odorless and non-greasy.

reports, "Every new season a more educated and diverse demographic enters our consumer base."

Greg Wertz, sales manager at O'Keeffe's Company says, "People are staying active longer and they need to take some

GET READY FOR FALL RACES: HALF MARATHON TRAINING

# RUNNING TIMES

SEPTEMBER 2010 // ISSUE 379

## GET SOME MUSCLE POWER

TARGET EACH FIBER TYPE

## RECOVERY RULES

OPTIMIZE YOUR FITNESS GAINS

### HOW TO SCHEDULE WORKOUTS

← WHAT TO DO BETWEEN RUNS

## THE RISE OF RELAYS



Waterproof and sweatproof **SCAPE SPF 50** (\$15, 4 oz. bottle; [scapelabs.com](http://scapelabs.com)) stays put, plus it's noncomedogenic (a fancy term that means it doesn't clog your pores).

**SHALANE FLANAGAN**  
OLYMPIC 10,000M MEDALIST  
MOVES TO THE MARATHON

PM40063752  
\$4.99US



0 71486 01097 5

# Bicycle Retailer

An NBDA Publication

## AND INDUSTRY NEWS

April 15, 2010

Vol. 18, Number 6



Photo by Cannon DiLore

Levi Leipheimer leads out 3,500 riders who took part in his King Ridge Gran Fondo last October.

### The Next Big Thing?

## Fondos Pick Up Steam Stateside

BY JASON NORMAN

SANTA ROSA, CA—The Italians call it "The Big Ride" or "The Big Endurance." American promoters and industry types are calling it "The Next Big Thing."

No matter the translation, the long distance, mass participation cycling event known as the Gran Fondo—once thought of as a European phenomenon—is infiltrating the States at a rapid rate.

"Why has this sleeper awoken in the U.S.? I just think there are some really talented cyclists in this community that really possess a prowess on a bicycle" that don't have the time to train for more pro-type races, said Greg Fisher,

editor for Bike Monkey, a publishing and promotions company that organizes Levi Leipheimer's King Ridge Gran Fondo in Santa Rosa, California in October.

While Leipheimer's isn't the first big Gran Fondo to sprout up in the United States—that distinction goes to the Colnago Gran Fondo San Diego, which launched last March—it has been one of the most successful thus far.

It has caught the eye of a handful of American promoters who are testing the waters for the first time this year. (Go to bicycleretailer.com and click on event calendar to see the Gran Fondos for 2010).

Last October's inaugural King

Ridge Gran Fondo in Santa Rosa attracted 3,500 participants and sold out in six weeks. Not bad considering Bike Monkey had a little more than three months to put it together. This year's event is also well on its way to selling out. No doubt these numbers are aided by the opportunity to ride with the three-time Tour of California champion Leipheimer.

"That's massive," Fisher said. "It would be nothing without him. Levi's very much a community guy. He's very humbled by his riding surroundings. He wanted to give something back."

Gran Fondos, which aren't races

Continued on page 29

## Brewing Change In Chinese Labor May Increase Pricing

BY MARC SANI

LOS ANGELES, CA—What happens in China never stays in China—it reverberates worldwide. So concern over China's rising labor rates and the stability of its currency, the yuan, has executives at companies big and small keeping a calculator close at hand.

Industry consultant Jay Townley forecasts little in the way of consumer price hikes due to rising labor rates. "I don't think labor is going to be a major issue. They (the Chinese) aren't going to do anything to appreciably disrupt the recovery of their export-driven industries," he said.

Wayne D. Gray, vice president of KHS, concurs. "I agree with that assessment. I don't think labor rates will increase," he said. Still, Gray has seen increases

Continued on page 34

## Tourists Take To Rental Bikes As Way to See City

BY MATT WIEBE

HILTON HEAD, SC—The rental car business may be down but bike rentals are booming. Stores that cater to rental customers report an increase in business over the past five years as tourists increasingly embrace cycling to tour a city.

Biking offers a novel way for visitors to sightsee. Whether it's to get around town or to share as a fun family activity, people are pairing vacations with bikes.

"The more bike rental businesses grow around here—and they have been springing up everywhere—the more people are interested in riding on their vacation," said Kerrie Bradford, co-owner with her husband James of The Bike Doctor in Hilton Head, South

Continued on page 16

UPGRADE shifting

# AZTEC

UPGRADE braking

www.deltacycle.com

# Product Review



## Helmtops

Helmtops are decorations that fit through ventilation holes. They're flexible so they fit all helmets. They come in a variety of designs for girls, boys and adults. Suggested retail: \$3.99

25 Priscilla Road  
Chestnut Hill, MA 02467  
(888) 435-8867  
[www.helmtops.com](http://www.helmtops.com)



## Scape

Athlete Sunblock is five times more waterproof and offers high UVA protection compared to other sun blocks. Its breathable formula prevents it from creeping into a user's eyes. Suggested retail: \$13.99 (4 ounce)

1835 West 169th Street Suite D  
Gardena, CA 90247  
(310) 515-0996  
[www.scapelabs.com](http://www.scapelabs.com)



## Syncros

The FL 7075 is an XC/marathon racing stem created using an exclusive 4D-net forged manufacturing process. Vertical oval shape near the steerer tube and horizontal oval shape near the handlebar keeps strength high and weight low (125 grams). Suggested retail: \$91.95 to \$99.95 (depending on color)

375 Old County Road  
San Carlos, CA 94070  
(800) 748-2439  
[www.syncros.com](http://www.syncros.com)

## Tout Terrain

Tout Terrain's nine-year experience with suspended and single-wheeled trailers has been integrated into the luggage trailer Mule. It comes in two suspension modes: 120-millimeter suspension travel for street use and 160-millimeter suspension travel for off-road. It weighs 5.8 kilograms. Suggested retail: \$740

Peter White Cycles  
24 Hall Road  
Hillsborough, NH 03244  
(603) 478-0900  
[www.peterwhitecycles.com](http://www.peterwhitecycles.com)



## Sugoi

The RSE women's jersey is made from Gobi ultra-lightweight polyester micro-fiber with diamond-shaped structure that provides moisture management, mesh-like breathability, and non-transparent coverage. A fitted cut and 10-inch invisible front zip give the jersey a sleek look. Suggested retail: \$100

144 East 7th Avenue  
Vancouver, British Columbia V5T1M6  
(604) 875-0887  
[www.sugoi.com](http://www.sugoi.com)



## Product Review Specifications

Product Review is a special feature free to the industry. Email us digital photos and a brief description of the product. Please include key features and the suggested retail price. Images must be 300 dpi JPEGs, in focus, with a minimum size of 4 by 6 inches. We accept only images with all backgrounds knocked out. Please include an address, phone, fax, email and Web site URL. Send digital images and text to [jnoman@bicycleretailer.com](mailto:jnoman@bicycleretailer.com). For further information, call (949) 206-1677 ext. 210.

FROM THE LAB OF DR. NIC MARTENS

**SCAPE**<sup>TM</sup>

**ATHLETE SUNBLOCK**

**DIGITAL MEDIA**

September 01, 2010

**GEARJUNKIE**

By STEPHEN REGENOLD

The marketing spiel does not mix words: Outside Labs Inc., a startup sunscreen maker in Gardena, Calif., touts its SCAPE product line as "the most advanced sunblock on the planet."

When the company came onto the market this spring, it intended to make a splash. Outside Labs' products, including a lotion-like sunscreen, a spray, and a "face stick" that rubs on as a waxy solid, are promoted by Craig Alexander, a two-time Ironman World Champion and a melanoma survivor.

**SCAPE sunscreen, SPF50 product**

The company's co-founder, an enthusiast of surfing, snowboarding, mountain biking, and triathlon, is an ex-Johnson & Johnson scientist with a tenure at the Neutrogena brand. He has a Ph.D. from the University of Cambridge.

Among various attributes, Outside Labs ([www.scapelabs.com](http://www.scapelabs.com)) notes its sunscreen as achieving five times the waterproofness of competing brands because of a new polymer technology. It applies to the skin "like an ultra-thin Gore-Tex layer," as per the company's wording. (Who knew sunscreen could be so cool?)

I jumped to try the SPF50 product, a \$14.99 bottle of runny lotion that starts ultra-white but rubs easily in to the skin. At the base of a mountain climb in Iceland, I slathered some SCAPE onto my neck, cheeks and ears. I stood for a second to soak it in and attempt to sense any magic effect.

In addition to high UVA protection, SCAPE is touted as "breathable." It is noted as non-clogging for skin pores, allowing the epidermis to breathe and, as a result, keeping body temperature even.

**SCAPE face stick**

It will not rub off and go into your eyes, and the lotion is "loaded" with vitamin E and antioxidants to protect and nourish the skin. That's what the company says.

In Iceland, trudging up the mountain for several hours on snow, SCAPE did indeed do its job. There's a slight shine and a tinge of whiteness that accompanies a coat of SCAPE. I applied it once, and then I climbed and hiked for a few hours straight, up through snowfields and onto a glacier where sunbeams ricocheted and bounced.

The next morning, my face was healthy and undamaged. Some other members of the climbing team, with varying sunscreen types, were burnt or red.

SCAPE passed my test. Polymer technologies and Gore-Tex analogies aside, the sunscreen seems set to live up to its hype.

—Stephen Regenold is founder and editor of [www.gearjunkie.com](http://www.gearjunkie.com).

## Scape sun block

Written by: Herbert Krabel

Date: Mon Jul 05 2010

What: SPF 50+ sun block should be found within easy reach in each athletes home and Scape Labs gives you a variety of choices along those lines. This editor though is especially partial to the SPF 50+ spray



Size: 4oz

MSRP: \$14.99

Website: [www.scapelabs.com](http://www.scapelabs.com)

1 of 2

FRIDAY, AUGUST 13, 2010

## A giveaway that could save your life.

A couple of weeks ago the nice people at Scape labs sent me some of their awesome sunblock to try

out. I was really excited about this opportunity because practicing good skincare is something very important to me and my family.



Four and half years ago Luis was diagnosed with stage 3 metastatic melanoma. You're probably thinking, what the heck does that mean? and trust me four and half years ago we were thinking the same thing. Turns out, it was pretty serious stuff, like worrying about dying serious! Most people dismiss skin cancer and think it's no big deal, trust me I have heard tons of people refer to Luis' cancer as just skin cancer. Well, melanoma is the most deadly kind of skin cancer, each year more than 50,000 people in the U.S. learn they have melanoma.

With early diagnosis of melanoma your chances of recovery are significantly higher. Unfortunately, in Luis' case the cancer had already started to spread. Melanoma is a very aggressive cancer and moves very quickly. Because Luis' was more advanced and had spread to lymphatic system he had to have all his lymph nodes on his left side removed. Luckily, that was as far as it had spread, after the lymph nodes melanoma tends to target the lungs, liver and brain, all very significant organs.

After 6 months of chemotherapy Luis was given a good prognosis. Since melanoma is so aggressive it tends to come back within 5 years if it comes back at all. So basically, we get to wait 5 years, with regular checkups, and hope for the best. Luis will reach his 5 year mark in March and we couldn't be happier.

In dealing with his cancer we learned a lot about proper skincare and sun safety. Did you know that melanoma can be genetic? We're super careful with Nicholas and Sophia when they're in the sun, they both wear UV protective shirts when we're swimming and always wear SPF 30 or higher, usually higher.

I know sometimes it's hard to wear sunscreen when you know you're going to be sweating a lot. No one wants to be running a race only to have the burning feeling of sunscreen in your eyes. The great thing about Scape is that it's sweat proof and water proof, perfect for runners, cyclist, triathletes, or any kind athlete.

I tried their face stick which is like a giant lip balm for your face and has SPF 50, I really like this because it was really easy to apply and it didn't run at all.

I also used the sunscreen lip balm, SPF 50. I always use a lip balm before I run so this was super easy for me to transition to an SPF lipbalm.

Lastly, I used the regular cream sunblock, SPF 30, for my body.



Luis, the kids and I all tried Scape on several of our runs and I noticed that I never felt like I was wearing sunscreen. Normally, when you put on sunscreen you get that heavy, slimy feeling once you start sweating but Scape was different, I forgot I even had it on. I guess that's what happens when you wear a sunscreen that is designed for athletes.

If you want a chance to try Scape then you're in luck, one lucky winner will get a chance to try all three of the products I got to try and see for themselves. There are 5 ways to enter:

Please leave a separate comment for each entry.

1. Become a follower of this blog or let me know that you already are.
2. Become a fan of Scape on facebook, leave a comment.
3. Become a fan of That Girl Is A Running Fool on facebook, leave a comment.
4. Follow Scape on Twitter, leave a comment.
5. Visit this webpage to see what to look for in your moles and be sure to see your doctor about any suspicious moles, it could save your life. (I know this one is like a freebie but I'm going to trust that you did it, I learned about the ABCDE's of melanoma and that is probably the only reason my husband doesn't have a giant tumor in his brain/lung/liver right now).

The contest ends Thursday, August 19 at midnight, the winner will be chosen using Random.org and announced on Friday. Good luck!



By Fara Rosenzweig  
For Active.com

You hear over and over the importance of wearing sunscreen while being outdoors. There are many protectors that work, but can be hard finding one you like. As an athlete, finding a sunscreen that is sweat-proof and won't get in your eyes can be challenging.

There is a new sunscreen out on the market that is specifically geared towards athletes called - SCAPE Athlete Sunscreen, developed by Dr. Nic Martens-a biochemist and athlete. He specifically designed this sunscreen with the athlete's need for performance and protection in mind. SCAPE's niche is a sunscreen that won't run into your eyes and is both waterproof and sweat-proof.

I am an avid runner and outdoor enthusiast. When the sun is out, I am outside enjoying the sunshine. My biggest dilemma with sunscreen is that it always feels greasy, usually has a unpleasant smell, and easily runs off my skin from sweating. Is SCAPE just another sunscreen making the same promises as others, and I will get a nice sports bra tan line/burn? I lathered the sunscreen on, and notice there was no odor and did not feel greasy. Already I was impressed. Hesitantly, I put the sunscreen on my face to test out the "won't run into eyes" slogan. Also, I never put regular sunscreen on my face as I have sensitive skin and I usually buy expensive "face lotion" from my doctor. But, I wanted to test this product out 100%. I put the sunscreen on my face, nervous that it was going to make me breakout, but it went on smoothly, not irritating my skin or making me feel oily.

I went for a nice 5 mile run and the entire time I was thinking, "I hope I am not getting burnt". Half way through my run I realized there was nothing running into my eyes, and even though I was sweating, I didn't see sunscreen coming off of my skin.

I completed my run, took a shower and looked to see if I had any funky lines or burns...and there was nothing. This is my new favorite sunscreen. In fact, I have used it the past few days as my everyday sunscreen, even if I am not running. It's my daily sunscreen protector. SCAPE is non-greasy, goes on dry, does not smell, and has UVA+UVB protection. It's also light and doesn't make you think you are wearing sunscreen. I am a big fan, and would definitely recommend this sun block.

Check out their website to find other products and on more information on SCAPE.

<http://www.active.com/gear/Articles/scape-sunscreen.htm>



## Serious Sunblock for Serious Triathletes

SCAPE's line of impressive sun care products go the distance, whatever your training schedule

Written by Jennifer Ward Barber on Monday, August 9, 2010

When you have to wait four weeks to test out a new brand of sunscreen, you know summer could be going better. I'd recently relocated to Southern California from the East Coast, and when a new sweat and saltwater-friendly sunscreen arrived at our office, my colleagues thought I'd be the perfect test subject. One of them even called me "fair skinned"—something I'd never been called before moving to California.

SCAPE arrived in bright yellow packaging on a gray day in July. Labeled "from the lab of Dr. Nic Martens," it looked like some serious stuff. I was anxious to put it to the test, so planned a weekend brick workout and crossed my fingers.

The ride-and-run I'd looked forward to all week turned out to be an occasion to test arm warmers, not sunscreen. To make it even worse, the bottle of 50+ lotion, lip protector, and face stick then proceeded to become fixtures on my bathroom shelf while I waited for the perfect weather everyone had promised to arrive. I'd lived through three gloomy Northeastern winters, and was itching to get to know the SoCal sun that was apparently going through some kind of identity crisis.

I may not be logging the miles like Crowie, but that doesn't mean I shouldn't be as serious about sun care

And then, unannounced, it came. I clipped in for my third substantial ride since moving, trying to keep my chin up despite the cloud cover still hanging over the coast. I packed all three of my SCAPE products in my seat bag again (good thing they're small!) and headed out with hope.

Developed by the aforementioned doctor, SCAPE boasts that its lab is outside. That Saturday, mine was too: The newly confident sun shot otherwise mild temperatures into "feels like" temperatures in the high 80's. I climbed hills that seemed never-ending, the resident cactuses smiling with me, under peak sun. I looked down periodically at my SCAPE'd shoulders and arms glistening with sweat, trusting that they'd be protected.

Two hours later I arrived home and set out along the coast, which was much cooler. The ocean breeze dried off the sweat from the bike, but after my third tired mile, I'd worked up a new layer altogether. When I arrived home, I washed off the SCAPE (rather easily, I must add) and the salt, poured a cup of coffee, and waited for the burn that only shows up indoors to rear its pink head.

An hour later, nothing. Two hours later, my skin looked sun-kissed at best. By the evening, my arms, neck, and face were a half-shade of brown darker. SCAPE had worked its magic (and helped with the whitey-East Coaster stigma to boot).





It turned out that SCAPE was as serious about protecting my skin as I'd been about a sunny Saturday brick. Dr. Nic's passion for a life spent outdoors (he's a triathlete, surfer, and snowboarder) is manifested in this product, tested in conditions much more taxing than mine: Martens, who put his Ph.D. in biochemistry to work for 13 years at Neutrogena, partnered with two-time Ironman World Champion Craig Alexander to promote this new line of sun care. Their website is full of more testimonials from surfers, pro triathletes, and beach volleyball players who tout its non-greasy, barely-noticeable by powerful qualities.

I may not be logging the miles like Crowie, but that doesn't mean I shouldn't be as serious about sun care: I want something that lasts through swimming, biking, and running under a sun that's more damaging than ever, regardless of whether it's a 30- or 30-miler. I want something that smells nice, and feels soft on my skin—not like I've doused myself in baby oil. I want something that gives me the confidence to bare a little skin now and then. If I can find that in a product that provides the highest level of UVA protection according to two international ratings (Boots in Europe and JCI in Japan), I know I've hit the jackpot.

On the beach I might still pick a hat, a cute cover-up, and a cheaper drugstore sunscreen that smells like pina colodas. But when it's time for the burn, I'll go with SCAPE to make sure it's the kind I feel in my muscles, not on my skin.

All products have an SPF rating of 50+

**Sunblock Lotion (\$14.99)** : This stuff is water and sweat proof, and won't run into your eyes. It's noncomedogenic, so it lets the skin breathe naturally, helping to regulate the body's core temperature. It also includes vitamin E and antioxidants.

**Face stick (\$11.99)**: This is a small, easily portable stick that can be applied to wet skin on the go.

**Lip balm (\$3.50)** : This balm is a protectant and moisturizer that smells great. Its broad-spectrum UVA and UVB protection also contains vitamin E, aloe, and antioxidants.

**Sunblock Spray (\$14.99, not tested)**: This version of the lotion is more easily applied through a spray mechanism

**Clean Foam (\$6.99, not tested)**: The non-porous foam applicator allows for a hands-free approach to sunblock.

Read more: Serious Sunblock for Serious Triathletes - LAVA Magazine

<http://lavamagazine.com/gear/scape-review#ixzzOwK9YltI6>

# Scape Athlete Sunblock

## Feel Fight the Burn

By Dusty Overby on May 11, 2010



Regardless of the time of year or climatic adversity, many of our readers are committed to getting out of doors and doing their thing. We applaud this effort and feel much the same, even if half of our motivation is the chance to test the latest in performance gear and products. The impending summer heat may promise a wealth of pulse-quickening opportunities, but it also brings with it pools and pools of sweat. And as you probably know, sweat and the other summer surety, sunscreen, don't play nice together.

Now we all know that if you're to spend any time out of doors in the skin-broiling UV bath that is daily poured out by the summer sun, you've got to protect you skin. With that in mind, Dr. Nic Martens's team over at Scape Labs has whipped up a new line of waterproof, athlete-proved sunscreen products that not only protect you from UVA and UVB rays with a stout SPF 50, but won't run into your eyes when you really get the juices flowing. Our own testing was able to bear this out with flawless results, and we can attest that an additional attribute that delights our greasephobic sensibilities is Scape's totally un-oily texture. The bottom line is this: if you're going to protect your skin, you've got to choose a sunscreen that you can stand to wear and that will stay put for the long haul. On the other hand, if you're not going to protect your skin, you're nuts. Grab some Scape and do the right thing the right way.

# RUNNER'S WORLD

## Review: SCAPE Sunblock

07/23/2010 3:13 PM

Mid-July means not going running without applying a good sunblock first. Yes, we should wear sunblock year-round. While UVA rays (the kind that cause more skin cancer than sunburn) might not be as strong, UVB rays (which burn your skin and contribute to skin cancer) peer through cloud cover and even radiate from the winter sun. But mid-summer, yikes. We've had some 100-degree days, and a lot of afternoons in the high 90s. The sun is smokin' hot, and harsh, with both UVA and UVB rays in full force. I've been trying various sunblocks the last few months, and this new product called "SCAPE: Athlete Sunblock" has proved impressive. (SCAPE stands for Skin Care Awareness and Protection Education, and I learned a lot about the ingredients in both physical and chemical sunscreens from the company's founder, Nic Martens, who developed Neutrogena's Helioplex before moving on to SCAPE). While most sunblocks do what they're supposed to do, which is block sun, pretty much every other one I've tried runs into my eyes. No one wants stinging eyeballs on a run (or ever!) This SCAPE sunblock, which is SPF 50+ for both UVA and UVB rays, hasn't bothered my eyes once. I've have made a point of putting it on my forehead to test, and have had it on when I'm sweating buckets. I was wearing it when I got caught in a torrential downpour yesterday afternoon. In either situation, the outcome was the same: no stinging eyes. How does SCAPE manage to be a no-run, no-sting sunblock? Apparently, it has a polymer in it called "Polyplex," that bonds the ingredients together, and then bonds it to your skin. It's said to be five times more waterproof than other sports sunblocks. You'd think something bonded to your skin would feel disgusting. Oil-based products do feel disgusting, but the polymer used here does not. This stuff actually allows your skin to breathe and sweat. I'm told that the ingredient "Avobenzone" is the most powerful chemical ingredient that blocks UVA rays allowed in the U.S.. It's a more expensive ingredient than say, zinc oxide, but it feels much better on the skin when bonded with the polymer, and it doesn't clog your pores. The other part of my testing process with SCAPE was this: Does it make me breakout? I'm happy to report that it doesn't. And another benefit of a non-greasy, non-slippery, waterproof sunblock is that my hands aren't slimy after I apply it. I can open a door handle without playing an old camp joke on my husband or son (you know, greasing a doorknob is FUNNY!). I can also grab a water bottle and not drop it, which is nice. The downside: This stuff is not cheap. A four ounce bottle of SPF 50+ Lotion is \$14.99. It also comes in a foam, a face stick, a lip balm, and a SPF 30+ lotion. All the other versions are SPF+50.



## Review: SCAPE Sunblock for athletes Sunday 01st August 2010 - Rowena Scott



Most Australians consciously slip, slop, slap - the message is loud and clear, there is a large variety of sunscreen that fills the shelves at your chemist and supermarket. For sports people, the oily sunscreen that runs into your eyes, makes you sweat too much and vanishes in sweat and water; its more of a burden than it should be - particularly for the performance orientated who want to focus on their goals.

Recognising these problems, Athlete and biochemist Dr. Nic Martens created SCAPE Athlete Sunblock. His aim was to develop a sunscreen that would address your needs as an athlete, regardless of how professional (or unprofessional) you are.

Scape have two times World Champion Ironman, Craig Alexander, onboard as a sponsored athlete. It is pretty easy to see why Craig endorses this product, it won't run in your eyes plus all of the products in the Scape range are rated at SPF 50+ and contain vitamin E, aloe and antioxidants for extra moisturising.

The Scape range includes:



The Lip balm (vitamin E, aloe, antioxidants) which is perfect for windy days and it's not shiny or glossy. It was created to protect your lips from the sun and wind. There is a slight note of lemon but it's very subtle.

The SPF 50+ Sunblock lets the skin breath naturally so the core temperature of the body won't rise, the theory being that you wouldn't sweat more than you usually would without sunscreen. I can confirm this, I tested this product by doing interval sessions as hard as possible, the sunscreen felt barely there.

For wet and sweaty skin, the Face Stick is perfect for applying during transitions after the swim leg and before the run. The Face Stick has the same properties as the Lip balm and the Sunblock.

SCAPE is also available in a spray version, plus to keep your hands from getting sticky applying the sun block, there is also a foam applicator version.

I tried the sunscreen on a 10km run in Melbourne, and it doesn't run when you sweat,. The formula has 'engineered polymers' which aim to bond to your skin for longer. So if you like to start your bike ride with a swim and follow that ride with a run, then this is the sunscreen you've been looking for.

The SCAPE products aren't just about health, they are tailored to suit sports men and women who need performance. One of the great advantages is that in addition to protecting your skin against sun and fitting into your sports routine, the sun blocks and lip balm help keep your skin moisturised, so you have better skin and remain hydrated even longer.

For all you internet addicts out there, you can check out this product at [scapelabs.com](http://scapelabs.com), it's not available in Australia yet, but it is online!

[http://www.bicycles.net.au/Australian-Cycling-News-and-Articles.63.0.html?&tx\\_cmarticle\\_pi1\(singleID\)=895&no\\_cache=1](http://www.bicycles.net.au/Australian-Cycling-News-and-Articles.63.0.html?&tx_cmarticle_pi1(singleID)=895&no_cache=1)

## TRY THIS GEAR FOR YOUR TRI TRAINING

Waterproof Sunscreen



Transitioning from water to two wheels can interfere with most sun protection, but Scape SPF 50 waterproof (\$15 for four-ounce bottle) sunscreen stays put. Created with the help of two-time Ironman World Champion Craig Alexander, this sunscreen is waterproof, sweatproof, noncomedogenic (meaning it doesn't clog your pores), and it smells good too. The lip balm is also SPF 50 (\$3.50), and has a lemony taste to it. Remember to apply sunscreen before you suit up, since your clothes will slip around as you train and race. You can shop for Scape online at [TriSports.com](http://TriSports.com).

# MOM GENERATIONS

## **Sporty Beauty Advice for Moms: SCAPE Products**

July 12, 2010 by Audrey

I can officially say that my mother, sister and sister-in-law are triathletes. BIG TIME triathletes. Now that they've all competed in the 2010 Amica 1/2 Ironman in Providence, RI I bow down. I really, really do. I couldn't really do much to help them get ready for the race in terms of training purposes. I'm not an expert cyclist or runner. I swam competitively for 15 years, but that hardly makes me "coach-worthy." I couldn't really extend any help to them in any of those departments...

But... I could help them with a little fashion and a little beauty for the 1/2 Ironman.

On the fashion front, I absolutely made sure my mom and sister were in items that were "identifiable" and comfortable. Their bodies needed to breath easily throughout the race. Jane wore a really cool pink/black suit. My mother wore a white top with black shorts. They both felt comfortable, sporty and ready to rock and roll (which they did!). But it was their skin I was most concerned about. Here they were swimming and biking and running in 85 degree heat (maybe a little hotter) and I knew they needed to be protected. The only problem is... my mom and sister hate wearing any kind of sunscreen that runs or feels really heavy on their skin. Especially during race day. Honestly, I don't blame them. When sunscreen runs into your eyes, the first thing you feel is that sting. It's awful. But being in the heat and sun for 8 hours straight... they needed SOMETHING strong.

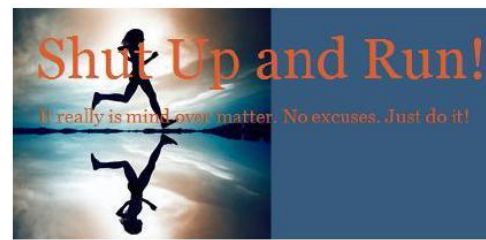
Recently I was introduced to SCAPE products. SCAPE sent me some products to try out and I (personally) LOVED them. Here I am... little ole me, running 3-4 miles a couple of times a week... so I tried the products out a couple of weeks ago. What I initially loved was the smell, it's a refreshing smell, it's not too much for you. The second thing that caught my attention was how smooth it went on. Imagine putting on moisturizer. That's how it felt. And then the "hot dang" factor – it's waterproof and sweatproof! For moms out there who walk, run, bike, play tennis, golf, swim, etc... you never need to worry about it coming off! I knew if I loved it this much and it was made and geared towards athletes, I needed to spread the wealth! I introduced SCAPE Sunscreen (SPF 50+) and the SCAPE Lip Balm (SPF 50+) to my mom and sister last week. It's been over 100 degrees in Rhode Island lately... brutal for "normal" people, but when you're training for a 1/2 Ironman, it's HORRIBLE. My mother has very sensitive skin, so she wanted to make sure that SCAPE would work well for her. My sister has the kind of skin that tans very easily, but she wanted (and needed) to prevent burns in this heatwave while swimming, biking and running. I gave them the SCAPE to use all the last week and a half, and into the weekend. SCAPE sunscreen did the ONE thing they both needed it to do – it didn't run into their eyes. Not to mention, they would put it on in the early morning around 5AM and it would still be on throughout the afternoon. It's that good. It's also noncomedogenic... which means it's not blocking any of their pores, very good on the beauty front! The skin gets to breath easily. The 3 of us give SCAPE a HUGE thumbs up!

And I do want to add... my mother loved the Lip Balm. Her lips are extremely sensitive. The SCAPE Lip Balm saved her lips the past week and a half. It's smooth. It stays on. It moisturizes. And it protects. It can't get much better than that. She absolutely LOVED it!!

SCAPE is the way to go for sun protection if you're a sporty mom. And when I say sporty... I mean, too – if you're walking every morning in the sun and heat. It's essential and important to keep yourself covered and protected against the sun. Escape from getting burned with SCAPE.

# Summertime Product Review: SCAPE Sunscreen

## MONDAY, JUNE 21, 2010



Those dudes at ScapeLabs, makers of the ultimate athlete sun block, sent me some sunscreen to try out: SPF 50 sun block, lip balm and a face stick.

I'm going to be honest here. To me, sunscreen is sunscreen. As long as I get a good SPF, I'm golden. I never really thought about one product being superior to another. In my younger years I used baby oil and that seemed to work just fine to get me my base burn for the summer. Once I peeled off those layers of dead skin and melanoma, I was ready for some serious tanning.

I've matured in my later years and have slowly progressed from Hawaiian Tropic Oil to SPF 4 and now I'm sitting at SPF 50. I like my SPF rating to be close to my age. If they had SPF 43 I would get it in a heartbeat. The Scape products came just in time for my triathlon. Handy because I would be needing something water proof and this stuff is apparently 5 times more waterproof than anything on the market. I slathered this stuff on like no one's business. And guess what? It did not run in my eyes, even after taking off my goggles and getting out of the pool. Just like they promised!! As for protecting from the sun, it did a great job of that too.

By far my favorite is the lip balm. Do you know how hard it is to find lip balm in an SPF 50? You don't know this about me, but back in the 90's I contracted a nasty case of Herpes Simplex. The kind on your lips, not the other. Basically it's just a glorified name for ugly cold sores that take two weeks to go away and make you look like a freak. Nowadays, I have to use major SPF on the lips or I get a crusty breakout (nice visual, eh?). I make my kids wear it too. They loved the Scape because it goes on smoothly and tastes like lemonade. It's my new favorite balm.

As for the face stick – this stuff is ultra convenient, again the kids loved it. It goes on smooth and evenly and comes in very handy when I'm in a hurry to just get some stuff on my face. Coolest thing of all about this product (and something lots of other sun blocks cannot boast): it is made to last all day, through swimming and sweat, with no need to re-apply.

Now for the bottom line: cost.

4 oz bottle sun block = \$14.99

Lip balm: \$3.50

Face stick: \$11.99

This price is right on par with other higher end sunscreens such as Neutrogena. The fact that you don't have to reapply is a bonus and a money saver. If you really count your cents, however, there are much cheaper options out there like Bullfrog and Coppertone. But, do keep in mind the reapplication factor.

Scape can be purchased at [www.trisports.com](http://www.trisports.com).

I'd give this one a thumb's up in terms of ease of use, product quality and product benefits. On the downside, it is costly, especially when you factor in shipping. While I might not buy the sunscreen due to cost, I'm all over the lip balm at \$3.50 a shot!

**\*Scape sent me these products for free for me to try and to review. I paid nothing for them.**

## Scape Sunscreen

Posted: 08/16/2010 In Category(s): Reviews :: Product Reviews

Our reviewers at SNEWS® use a lot of sunscreen because we are outside practicing what we preach. Some have found sunscreens they like and that seem to work; others are constantly on the lookout – particularly after reading the distressing findings in our 2010 investigation into sunscreen ingredients, regulations and marketing (Click here to read that four-part series: [www.snewsnet.com/snewsinvestigates](http://www.snewsnet.com/snewsinvestigates).)

When we discovered Scape Labs, with a brand new sunscreen brand coming onto the sport specialty market in spring 2010, we were immediately in line to take a look, especially considering its claims of not running into your eyes (important for sport enthusiasts), of being waterproof and sweatproof, of allowing a user to “breathe” by not clogging up pores, and of the need to use soap and water to get it off, which seemed to indicate it would indeed last.

Based on the SNEWS investigation, our team came up with a list of what it seeks in sunscreens and what brands it knew of and had used that met those needs (Click here to read that June 14, 2010, SNEWS story).

We had a variety of testers of different skin types and pigment variations, doing different activities from running and backpacking to gardening and kayaking, use the 50+ Scape sunscreen for a number of weeks. All not only loved it (with a few limitations we will describe below) but were amazed how it was thick enough to go on and stay on but not leave you with, as one tester put it, “the war paint look.” And you don’t need to rub and rub and rub to get it to smooth down.

Scape sunscreen does have a bit of a white-ish sheen but all in all not enough to matter to our testers when they were actively participating in some outdoor endeavor. Would they wear it for a daily sunscreen or going out to a picnic or to dinner? Probably not, partly because it caused some white streaking on dark clothing it came in contact with. But for outdoor pursuits, it quickly floated to the top of the heap of bottles, tubes and spray cans.

The bottle was also a nice shape that fit well in the hand and was a thick enough plastic to not break at stress points creating that gooey white mess in gym bags or toiletry kits that we all know and hate. Now, on the flip side, all our testers pointed out that the flip-lid needs to close more securely since it gave the impression it could loosen enough to allow a drool of sunscreen into backpacks or tote bags. One tester felt the little plastic piece that sticks out of the inside of the flip-top lid to go into the squirt hole (so it doesn’t clog up) wasn’t long or thick enough since it didn’t snap down well, and invariably you ended up with white gunk all around the hole.

# SNEWS

2 of 2

All our testers challenged it well, putting it on for stints of outdoor pursuits for three or more hours – even all day – and never felt as if they were getting burned or otherwise affected by the sun. Granted you can't tell if you are being protected from the cancer-causing UVA rays until you, well, have a bad diagnosis, but the Scape sunscreen seemed to fulfill its claims. And it did seem to live up to the claim of not running into your eyes. Reported one tester, "I used this in 90+ degree heat and humidity levels of 70 percent or more and it did not run into my eyes. While hiking, I checked repeatedly to see if the sweat running into my eyes had any hint of lotion and it did not. I was very impressed with that."

In addition, it took some doing to get off, which is a good thing if you are sweating or around water. One user said she noticed the soap didn't lather up as well where she had applied it until she gave it a really good scrub, and that to her seemed to prove its "staying power." Another plus is that the fragrance is very, very mild and wasn't annoying to any of our testers. Said one, "This sunscreen's fragrance is not nearly as annoying as many I have -- which I think is a major plus. I hate smelling like a pina colada all day."

The one problem for some was the price: Certainly comparable when it comes to specialty sunscreens but certainly much higher than most available in mass merchandisers or department stores. But of course you get what you pay for. On that note, one daily user wanted to see a larger size available to lower the cost. And another was using it on her face or other more sensitive areas and using other sunscreens on areas less prone to rubbing or sweat.

We think Scape will stay in our sunscreen arsenal.

SNEWS® Rating: 4.5 hands clapping (1 to 5 hands clapping possible, with 5 clapping hands representing functional and design perfection)

Suggested retail: \$14.99 (4-ounce sunblock)

For more information: [www.scapelabs.com](http://www.scapelabs.com)

## Thumbs Up for Scape Sunscreen

July 1, 2010 by admin

Filed under News & Events

Solis Performance Training, has been fortunate enough to try out the products from ScapeLabs. They graciously provided us with sunscreen and lip balm for our athletes and test out on our training trip to Lake Placid. So with that said, here is a little bit about the product:

5X more waterproof than any other product on the market

Will not rub off and go into your eyes

Breathable – allows the skin to breathe and keep body temperature down and doesn't clog pores

Has the highest UVA protection on the market

Loaded with vitamin E and antioxidants to protect and nourish the skin

Now, for many of us we do not take skin protection seriously until it is too late. For me, it's because I can't stand the way some of the products out there feel on my skin (greasy,oily), so I am always looking for something I can actually put on and not even know its on. On the flip side we have someone who can't get enough of sunscreen because without it his skin just gets fried. So Our first full day of training we had a 56 mile ride ahead and it turned out to be a beautiful clear sunny day. It was the first time I applied the Scape sunscreen about 20 minutes before we hit the road and it really absorbed so quickly into my skin. I almost forgot that I had even applied it as we started riding. I didn't have the face stick but did apply the lotion to my face. I usually get burning right under my eyes-not fun. Scape withstood the tears from my eyes while hitting 35+ on the down hill as well as protecting against the beating sun on the flats. We loved the lip balm too- not waxy at all. It just glided on and the lemon scent was a plus from everyone! Many thanks to ScapeLabs!



## The Trial of Miles; Miles of Trials

June 20, 2010

### SCAPE - Do It!

Posted by beth at June 20, 2010 7:09 PM

So I'm not the best with skin care.  
I admit this with shame. Exhibit A:

This is my leg after the California 70.3 last year. That stung for a while to say the least! My own fault because I either didn't (1) use sunblock at all or (2) used a product that rubbed off before I even got my wetsuit on.

There is no good excuse for not taking care of ourselves by doing things like SUNBLOCK. Because let's face it, we are out in the sun a lot (even in Pittsburgh where it's not that sunny) and put ourselves at a greater risk for skin cancer. My grandmother had skin cancer. I should know better!

Luckily I discovered this stuff:

SCAPE! Shown here is the SPF 50 sunblock, face stick and lip balm. This is good stuff. Really good stuff. I've been testing it out over the past 2 weeks - first just on my training rides and runs and then...I put it to the ultimate test when I used it before Eagleman. Trust me when I say, I needed it that day! 5+ hours of being out in the sun. And I mean BEATING down sun with not an inch of shade on the course.

And believe it or not - I came out unscathed! No sunburn! EXCEPT - sunburn on my scalp. That is the one place I didn't put the SCAPE. People of SCAPE, if you somehow read this, can you make a scalp rub too? :)

Amazingly, all of this after I swam in open water and then spent the next 4.5 hours sweating like a mad woman and pouring water all over myself in a vain attempt to cool myself. Needless to say, SCAPE is pretty darn waterproof.

Plus, it doesn't smell weird. It's not greasy (after I put it on I totally forgot it was even there). AND it didn't smear my body marking all over when I put it on. :) You can't beat this stuff!

The biggest mistake I made was not forcing O to put any on. And then he went and wore this baseball cap backwards. In addition to his sunglasses. He still looks like a raccoon. :) Anyway, don't just take my word for it. Check this out. So basically SCAPE is a superior product all around. Made for athletes by athletes. Doesn't get much better. So if you are in the market for a quality sunblock, check out SCAPE! One thing is for sure - the SCAPE will be in my bags when I pack for Hawaii! :)



Thursday, May 20, 2010

tri\*tawn

## Protecting My California Tan



The sun shining. The days are longer. School's out for summer (well, sort of). No more bundling up to train/play outdoors. Ahhhh. Love it.... The below picture from earlier this week says it all. And this year it's all about being consistent with one more thing: sunscreen!

Unfortunately, I've probably done irreversible skin damage in my 25 years on earth. As a SoCal-native, I became a sun-worshiper at about age 12. Tanning was a huge deal all through my teens and early 20s. We'd spend countless hours at beaches and pools laying out; tanning even interfered with school sometimes, oops! Worse than missing school, though, was choosing tanning oil instead of sunscreen. Ouch. I have Spanish/Mexican in my genes, so I never fry and am able to get a deep tan compared to those fair-skin folks. However, that's no excuse for no sunscreen.

Fast forward to now. It's not too late to change my ways. And there's good reason to do so. I'm certain I spend more hours in the sun now training than when I was a California-teen beach queen.

Problem is, I hate most sunscreens. They don't survive all the sweating and hours, they're oily/greasy, they cause me to breakout and the worst: that oiliness attracts bugs/dirt/grossness that sticks to my skin when I work out, ew. In short, the average sunscreen seems to be more hassle than good.

Enter SCAPE.

A brand-new line of sunscreen products with the endurance athlete in mind.... Just what I need to motivate me to wear sunscreen! I'll jump on almost any bandwagon that involves endurance sports :) I received several SCAPE products recently, and I can say with 100% honesty that I've never been "excited" about sunscreen. This stuff is the real deal. It lasts. It works. I actually want to wear it. (Inevitably, I still get somewhat tan, but at least I know I'm protected against the most harmful rays.)

Most importantly, SCAPE is easy to put on and it's not oily and gross. My favorite is their 50-SPF face stick that's applied like deodorant or Blody Glide. There's also 30- and 50-SPF lotions, sprays, lip balm and more. A little goes a long way, so don't expect having to buy more 24/7.

Oh yea, I almost forgot... when your head/face sweats, SCAPE won't get into your eyes and sting like crazy as if you're going blind. (It's no bueno getting sunscreen-eye-sting-blindness while going 35 mph on your bike, scary!)

I'm not trying to be some big ad here, but it's that time of year when skin protection matters more than ever. Being a recovering sun-worshiper, I now see the importance in skin protection and I want to share this little secret of SCAPE with my endurance friends. When we get to have amazing days outside (i.e. picture at top) it's important to take that extra step and protect your skin!

SCAPE is available at Trisports and Road Runner Sports. Get some and go enjoy a weekend outside... I'll be wearing SCAPE during the OC Duathlon tomorrow!

## Thumbs Up for New Scape Athlete Sunblock – Product Review

Carol on May 8th, 2010

The good folks from SmackMedia recently sent me a new sunscreen product to test out. This product is called Scape SPF 50+ Athlete Sunblock. I received full size samples of the following:



SPF 50+ Athlete Sunblock

SPF 50+ Athlete Sunblock Clean Foam

SPF 50+ Athlete Lip Balm

SPF 50+ Athlete Face Stick

SCAPE is:

- > 5X more waterproof than any other product on the market – achieved through a new polymer technology similar to an ultra-thin Gore-Tex layer to hold the sunscreen in place
- > Will not rub off and go into your eyes,
- > Breathable – allows the skin to breathe and keep body temperature down and doesn't clog pores,
- > Has the highest UVA protection on the market – a result of making the Avobenzone molecule photo-stable,
- > Loaded with vitamin E and antioxidants to protect and nourish the skin

Test Ride:

I was fixing to go on a 40 mile bike ride today starting at 12 noon. It was mostly sunny with Carolina blue skies. The temp was 86 degrees – the air was dry with high winds. I applied the Scape SPF 50+ face stick on my face. It had a hint of lemony scent, and went on smoothly. It had a nice light feel to it – not at all waxy or sticky as some face sticks. I always use some type of sunscreen face stick on my face, and this is the best face stick I have ever tried. I liked the oval shape of the stick, too. It made it easier and quicker to apply than the typical round (smaller) sticks.



Next, I applied the Scape SPF 50+ Athlete Sunblock on my arms, neck, and legs. It is a creamy white lotion. It had a nice smooth feel, and blended into my skin well, without streaking. It absorbed into my skin leaving no greasy residue. The Scape SPF 50+ lotion is unscented, or maybe has a hint of citrus scent. Very pleasant.



Lastly, I applied the Scape SPF 50+ lip balm. I loved this stuff! It has a very lemony flavor. I wanted to eat it, lol. Nice and creamy and smooth, again, not waxy like some chapped lip balm products.

The Results:

Then I did my 40 mile bike ride. It was hot and I was sweaty. I sweat ALOT from my face, and oftentimes sunscreen products will run down with my sweat and sting my eyes. That is one reason I always use a stick on my face. No stinging today with the Scape SPF 50+ face stick. The Scape SPF 50+ lotion also claims to be non-stinging and won't run into your eyes.

I will have test that out and report back. No sunburn today. I burn easily, too, having fair Irish girl skin. I also have sensitive skin, and some products will leave my skin, nose, or eyes feeling itchy. No problems with that today either. The Scape SPF 50+ Sunblock product is made to last all day, through swimming and sweat, with no need to re-apply. Too bad that I didn't have this last week at my White Lake Half race. I took time in T1 and T2 to apply a spray on sunscreen that day. Maybe I could have saved that 1 minute that cost me third place if I had used Scape SPF 50+ instead. :-)



If I get a chance to do an all day workout, I'll use the Scape SPF 50+ lotion and report back how well it worked all day with no re-application. Nothing on my schedule like that at the moment. Maybe I'll just have to plan a day trip to the beach!

You can buy the Scape SPF 50+ at the Sole Sports Running website.

FTC GUIDES NOTICE: THIS PRODUCT WAS PROVIDED FREE OF CHARGE BY SMACK MEDIA. THE PRODUCT IS MADE BY <http://www.scapelabs.com>

<http://www.competitivecyclist.com/post/thumbs-up-for-new-scape-athlete-sunblock-product-review/>

# WOMEN'S Running

## Escape the Burn

July 26, 2010

The summer heat is on across the country, and gals like us who love to train and play outdoors can never have enough strong sunscreen. SCAPE Athlete Sunblock is gaining high praise for its incredible endurance against sweat and water. With its SPF factor of 50 to block harmful UVA/UVB rays, SCAPE certainly offers all day protection. It's also non-comedogenic, so it won't clog your pores.



SCAPE was developed by PhD wielding biochemist, surfer, snowboarder and triathlete Dr. Nic Martens. It's endorsed by two-time Ironman World Champion Craig Alexander, an athlete with a particularly keen interest in sun protection, having previously dealt with melanoma skin cancer. If SCAPE is durable enough for these always-outdoors athletes, it's going to become a must-have item in my gear bag as well.

- Holly Bennett



## **Xtri Chats With SCAPE Founder and CEO, Dr. Nic Martens**

By Betsy Delcour

7/7/2010

For triathletes, perhaps more than any other type of athlete, sunscreen is very, very important. By the nature of our races, even a sprint tri keeps us out in the sun longer than other events. And we all know how long we're in the sun when it comes to IM distance, or even just a long ride on a sunny Saturday. Add to that the fact that almost all of our races occur in the summer months, and that we start out in the water, and the odds of acquiring painful, oddly-shaped sunburns get very high, even if you apply sunscreen at the start of your day. Enter Dr. Nic Martens, SCAPE Founder, CEO and Lead Product Engineer; in addition, he's an avid outdoor athlete and a triathlete who's getting ready to race the full Vineman at the end of this month. He's invented a sunscreen line that's getting raves from the likes of Craig Alexander, Mirinda Carfrae, Linsey Corbin and others. We had a chat with Dr. Martens about these new products, what led him to develop them (I'm pretty sure you've heard of other products he's invented in the past) and how we can keep our skin healthy all year...

**Hi Dr. Martens, and thanks for chatting with us! Can you give us a bit of background info? What's your educational and professional background? How did you decide to get involved in the sunscreen business?**

I studied biochemistry in Munich and did a PhD in Biotechnology at the University of Cambridge in the UK. I then joined Johnson & Johnson in product development and spent 13 years developing their skincare products, everything from baby toiletries to At-Home MicroDerm Abrasion systems. My last position at J&J was leading the Neutrogena worldwide skincare product development line. As people might know, Neutrogena has a very large sun care business.

**What was it like developing the Neutrogena brand for Johnson & Johnson?**

J&J is a great company with many resources which is great for a product development person because you can do a lot of cool stuff and really drive the science of skin protection forward. For example, in 2007, my team developed a breakthrough technology in sun protection, which delivers superior protection against harmful UVA rays vs. competitive products in the US market. This innovative product was showcased in an article in the Wall Street Journal and earned us recognition by the American Academy of Dermatology (AAD) for a number of technical and product innovations.

**Besides being a brilliant scientist and inventor, you're also an athlete! What sports are you involved with, and how has this lifestyle influenced your work?**

I always liked sports like surfing and snowboarding (which are a lot easier to access living in CA than in Europe!). I got into triathlons a few years ago through a friend and fell in love with the sport – it is addictive! My passion for sport played a big role in making the decision to leave a corporate job and start a company focused on skin protection for athletes. I simply could not find mass market products which would work for myself as an athlete. Even the products I developed for Neutrogena were great for hanging out at the beach, but they weren't effective enough for triathlon training. They ran into my eyes (and it stings like hell!) and I also didn't want to worry about re-applying sunscreen in T1 and T2.

**Your current product is SCAPE, which has gaining critical acclaim across the board. What is it about this product that sets it apart from its competitors? How have you formulated SCAPE so that it doesn't run into the eyes or rub off? How is this different from other sunblocks that claim "extreme waterproofing?"**

Our product development starts with the athlete in mind. We understand the performance requirements and the conditions (i.e. long training days, lots of sun, lots of sweating) the product is exposed to. To give an example, our testing for waterproofing is significantly more stringent than that required by the FDA. While the FDA considers waterproofing to mean that 'it didn't rub off after laying out in the sun,' we test our product in real life conditions with top athletes like Craig Alexander, and also in the lab with vigorous test-tube conditions such as turbulent waters. This feedback is integral for engineering the best possible formulation. SCAPE's breakthrough technology includes the development of Polyplex; a polymer matrix which bonds to your skin and 'locks' the sunscreen in so it does not run off nor rub off.

**Craig Alexander had a melanoma removed and we noticed he also helped test and develop SCAPE. How did you meet him and what is the story behind this partnership?**

I met Craig at a Tri club meeting in Los Angeles and told him about what we wanted to accomplish with SCAPE. He immediately said he wanted to test the product and the rest is history. We are obviously over the moon to have him on our team and his feedback has been invaluable.

**Craig mentions that SCAPE allows his skin to breathe, thus helping his core temperature to stay down while training and racing. Can you expand on this?**

Think of the Polyplex technology as an 'ultrathin' layer of Gore-tex on your skin. This makes our product not only extremely long-lasting but also prevents it from interfering with your sweat rate. SCAPE will not clog pores which happens with many other 'waterproof' products,' in particular those with Zinc Oxide and oils. This is very important because 'sweating' is the natural cooling mechanism for the body.

For those that wonder about Zinc Oxide, Zinc Oxide is a very inexpensive way to provide sun protection; however, in order to offer the necessary level of sun protection, you need A LOT of Zinc Oxide. Hence, the 'ghost-like' appearance that many sunscreens leave behind meanwhile clogging pores. In easier terms, Zinc Oxide is a popular ingredient used in paint, so imagine applying a lot of paint to your face and what that would feel like. Zinc Oxide is perfectly fine for use in sunblocks (it's inexpensive and simple), but not ideal for athletes looking for breathability and thermoregulation.

**What are the current stats on skin cancer risk and how much can we reduce these by using proper protection?**

The incidents of skin cancer continue to grow at a dramatic pace:

- Skin cancer is the most common form of cancer in the United States. More than 3.5 million cases in two million people are diagnosed annually.
- Each year there are more new cases of skin cancer than the combined incidents of cancers of the breast, prostate, lung and colon.
- One in five Americans will develop skin cancer in the course of a lifetime.
- Basal cell carcinoma (BCC) is the most common form of skin cancer; an estimated 2.8 million BCCs are diagnosed annually in the US. BCCs are rarely fatal, but can be highly disfiguring if allowed to grow.



- Squamous cell carcinoma (SCC) is the second most common form of skin cancer. An estimated 700,000 cases are diagnosed each year in the US, resulting in approximately 2,500 deaths.
- Basal cell carcinoma and squamous cell carcinoma are the two major forms of non-melanoma skin cancer. Between 40 to 50 percent of Americans who live to age 65 will have one of these skin cancers at least once.
- In 2004, the total direct cost associated with the treatment for non-melanoma skin cancers was more than \$1 billion.
- About 90 percent of non-melanoma skin cancers are associated with exposure to ultraviolet (UV) radiation from the sun.
- Up to 90 percent of the visible changes commonly attributed to aging are caused by the sun.
- Contrary to popular belief, 80 percent of a person's lifetime sun exposure is not acquired before age 18; only about 23 percent of lifetime exposure occurs by age 18.

By using a product such as SCAPE, approximately 80% of skin cancer cases can be prevented.

**Sunblock is obviously popular during the summer months but we all tend to put it off to the side in the fall and winter. Do we need sunblock when it's cloudy?**

Absolutely – cloud cover shields only 20% – 30% of the sun's harmful rays. I know it's not intuitive but people should 'wear' sunscreen when training during the day the same way you wear your helmet on your bike.

**What can you tell us about SPF? Is SPF 70+ really that much better than SPF 30+?**

From a scientific perspective SPF 50+ is probably the limit. Frankly for an athlete, it becomes way more important whether the product stays on during a race or long training session.

**Tell us about how thermoregulation works with sunblock?**

As mentioned above, it's all about not interfering with the natural function of your skin. You have to avoid blocking the pores. Unfortunately a lot of products contain oil and other ingredients which do just that.

**What other athletes are using SCAPE?**

We have a great and growing following in the triathlon community. Mirinda Carfrae, Mac Brown, Kate Major, Linsey Corbin and Charisa Wernick to name a few. Our product is also very popular with pro beach volleyball players such as Mike Morrison and Jeff Nygaard and amongst surfers like big wave surfer Reef McIntosh.

**On a personal side, what races are on your calendar this year?**

I have done Superfrog this spring but my big race this year is the full Vineman at the end of July. It's my first full distance Ironman – should be interesting. I always like to do the LA Triathlon so will hope to do that and probably a couple other local races. It's hard to find the time for training while juggling family and starting a business, but I guess that's no different for all age groupers.



**Anything else we should know about SCAPE and upcoming product launches or news?**

**Where can we purchase SCAPE?**

We are selling our products in Triathlon speciality shops and run and bike specialty stores. Please ask for it if your store does not carry it. Our website [www.SCAPElabs.com](http://www.SCAPElabs.com) also has a dealer locator and online dealers. In terms of new launches, we are very excited about 'Nutrition through the skin.' Without revealing too much, our upcoming line of products are designed to deliver active ingredients through the skin to help to improve performance via better warm up and faster recovery. Also, SCAPE stands for Skin Cancer Awareness Protection and Education as we're very committed to this cause.