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Beyond Coastal Sun Care Launches New Website

Salt Lake City, Utah, (May 6, 2009) - [Beyond Coastal](http://www.beyondcoastal.com) sun care products find their home on the world wide web with the launch of their new website, www.beyondcoastal.com. The site went live on May 1 and provides resources for customers and information about sun care.

Beyond Coastal is a leader in skin care for outdoor lifestyles from the surf to the mountains. The website offers any type of online visitor accessible content about Beyond Coastal's Sun Care Products as well as important information regarding sun exposure. From customer testimonials to the basic breakdown of how sunscreens work, Beyond Coastal's online appearance brings their community of products, resources and facts to one collected resource for consumers.

For purchasing Beyond Coastal products, there are retailer links and a direct sales link from the product so customers can purchase online or have information to support their local retailer.

About Beyond Coastal/Chums

Founded in 1983 in Hurricane, Utah, Chums has been the leader in accessories in the outdoor for over 25 years. In Jan. 2007, Chums purchased Chisco, creating a stronger market position through the joining of the two leading accessory brands. The two brands are now known as Chums. In 2008, Chums purchased Beyond Coastal sun care products. Beyond Coastal now offers a complete line of sun protection and sun care formulations created for the active outdoor lifestyle.

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