



Beyond Coastal Ambassador Promotes Skin Care and Virtues of Adventurous Lifestyle

Sun care brand enlists professional athlete Walker Ferguson

Salt Lake City, Utah (April 26, 2010) - [Beyond Coastal](#), maker of sun care products for the outdoor lifestyle, has enlisted Walker Ferguson as one of the company's first brand ambassadors. Ferguson's role with Beyond Coastal is to promote skin health and the virtues of living an adventurous life, broadcasting weekly via Beyond Coastal's social media channels.

"I've spent my entire life in the outdoors during blazing hot stage races and surf sessions to relaxed, unplanned adventures," Ferguson said. "And while equipment and clothing change from sport-to-sport, the one constant I've carried through all my travels is natural-based sunscreens. Every sun burn is a reminder of how important sun protection is while recreating outdoors."

Beyond Coastal's unique formulas, developed in accordance with the Whole Foods Premium Body Care Standard, appeal to athletes because they are non-stinging, non greasy and sweat resistant. Plus the formulas are FRAGRANCE FREE, OIL FREE and Paraben Free and actually help improve skin health with natural ingredients like Green Tea, Grape Seed, and Shea Butter.

Ferguson, born and bred in the outdoor mecca Boulder, CO has begun contributing reports to the Beyond Coastal blog (<http://www.beyondcoastal.com/blog>) about his worldwide travels including, lately, stops in Baja, Morocco, and Spain where he's been riding bikes, boards, and everything in between.

A former professional mountain bike racer and junior cyclocross world champion, Ferguson has since become an enthusiast of standup paddle boarding (SUP - the fastest growing segment of paddlesports). The next few months will keep him stateside as he tours the country leading demos for a new SUP board maker and spreading healthy skin care education.

Beyond Coastal's line of Natural sunscreen and lip balm complies with the **Environmental Working Group's (EWG)** "Campaign for Safe Cosmetics" and is compliant with the **Whole Foods Premium Body Care Standard**. Full details on the Natural sunscreen ingredients and safety marks can be found [here](#).

Athletes and adventurers who have what it takes to promote adventure and believe in confronting the endemic battle against skin disease, are encouraged to contact Craig Randall (craig@verdepr.com) for more an ambassador application.

About Beyond Coastal/Chums

Beyond Coastal's mission is to offer a healthy alternative to regular sunscreen while providing a product that you can trust. It's nutrition for the skin! Please visit: <http://www.beyondcoastal.com> and on Twitter @BeyondCoastal

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