



May 30, 2017

Re: Banana Boat in the news

Dear Valued Retail Partner,

Recently there has been public discussion regarding Banana Boat products. It is worrying whenever a child or adult has a reaction to any product. We are sympathetic to consumer concerns and want to reassure our retail partners that Edgewell Personal Care Canada's number one priority is the safety of our consumers.

We take a number of steps to ensure that our products meet all Health Canada requirements. We have a formal in-house quality review, which includes testing samples from every lot during manufacturing to ensure quality before distribution. We also have qualified independent laboratories conduct claims and safety tests for all our product formulas.

As soon as we heard about a consumer experience with the Kids Free Spray SPF 50+, we contacted the consumer to receive the product number and date code. Per our usual process, we retested the batch and have confirmed that the product is safe for use. We have shared this information with Health Canada. Our children's sun care products are tested under the supervision of Board-certified pediatricians to ensure they are appropriate for use with children.

We want to reassure you that Banana Boat sunscreens fall within a neutral pH range, which means they are safe for human skin, topical use and cannot cause chemical burns, which are sometimes mistakenly linked to personal care products or confused with sunburns. We encourage people who have concerns to visit a dermatologist who can determine the differences among a chemical burn, a sunburn, a reaction to the sunscreen itself or a photoallergic reaction and advise on appropriate treatment.

For some people, their sensitivity to an ingredient can be triggered or exacerbated by the sun. This type of photoallergic reaction can result in an exaggerated skin rash or sunburn. In more severe cases, blistering may also develop. We suggest consumers carefully test the product before use or consult their physician in advance if concerned about the possibility of sensitivity to certain ingredients.

We are encouraging consumers to contact us with any questions or concerns at 1-800-723-3786.

Sincerely,

A handwritten signature in black ink, appearing to read "Helen Kargas". The signature is fluid and cursive, with a large loop at the end.

Helen Kargas
General Manager, Edgewell Personal Care Canada