



FOR IMMEDIATE RELEASE

Perth, July 11th, 2024.

Maxiblock extends its Mineral sunscreen range and launches Maxiblock Zinc Stick Clear SPF50+.

Maxiblock, a trusted Australian sun care brand with a rich history of over 40 years in sun protection, is excited to introduce its innovative Maxiblock Zinc Stick Clear SPF50+ as part of its extended Mineral sunscreen range.

Known for its dedication to producing quality sunscreens at affordable prices, Maxiblock is taking a significant step forward with its second-generation clear zinc technology now applied to its popular zinc stick.

Founder Thibaut Mortier, a chemical engineer who worked with UV filter technologies worldwide for decades, expressed his excitement, saying: "Maxiblock has been a supplier of zinc sticks and zinc sunscreens for decades. However, consumer demand for mineral-based sunscreens was hindered by issues like poor product transparency and texture. With the Maxiblock Mineral range, we're offering a zinc sunscreen and a zinc stick that not only offer exceptional transparency but also a superior feel on the skin. This breakthrough eliminates the barriers to widespread adoption of mineral sunscreens."

Maxiblock welcomes both existing and new customers to experience the outstanding performance and comfort provided by the Maxiblock Mineral range.

About Maxiblock: Maxiblock is an Australian suncare brand with the reputation for offering sunscreen products that are both of high quality and reasonably priced. With 45 years of sun care expertise and ranged in over 2,000 Australian stores, Maxiblock stands as a reliable choice for Australians seeking effective sun protection.

Contact: Thibaut Mortier, Director, thibaut@maxiblock.com.au, 0439 743 770.
