

PHYSICIAN ENDORSED HEADWEAR LINE RECEIVES HIGHEST RATING FROM INTERNATIONAL UV TESTING LABORATORIES

BOULDER, COLORADO—To ensure consumers receive products offering maximum protection from harmful UVA and UVB rays, Physician Endorsed, LLC, voluntarily submitted its premiere hat line to undergo rigorous testing by the International UV Testing Laboratories. All Physician Endorsed hat components tested, resulted in an Ultraviolet Protection Factor (UPF) factor of 50+, which is the highest labeled UPF value possible.

Physician Endorsed created a line of sun protective hats that are comfortable, functional and beautifully designed. The Company based its designs on thorough research and a careful selection of chemical-free fabrics. The nationally recognized test center noted several factors contributing to high ratings earned by Physician Endorsed hats, including:

- Tightly woven fabrics which impede ultraviolet transmission
- The use of specialty finishes (brushed, sanded, sueded, etc.) that enhances fabric thickness and lowers UV transmission
- The inclusion of hat liners which provide added layers of protection against UV transmission through a fabric

“We are thrilled with the results,” said Michael Ross, president of Physician Endorsed. “We believe this rating will set our headwear products apart from the rest. We’ve found many sun protection companies only claim to offer UV sun protection products and do not have the data to support claims.”