



## Enjoy the sun – without the burn

Turn your clothes into a sunblocker



**SWISS  
TECH  
INSIDE**

- Durable protection from UV rays
- Highest possible standard rating of UPF 50+ can be achieved (depending on fabric construction)
- Wash resistant (achieves industry standard requirements)
- Complies with EU REACH, US TSCA, JP MITI, ZDHC and most RSL regulations
- No impairment of breathability and handfeel
- Applicable to cellulosics, polyester and polyamide

### What does it do?

Step out of the shade with confidence. HeiQ Sun Block stops harmful UVA and UVB rays by giving your clothes the ability to absorb and reflect these damaging rays before they reach your skin.

### What is it for?

This innovative Swiss technology turns your clothing into a protective sunblocker, specifically useful for childrenswear, hats, lightweight summer attire, outdoor clothing, sportswear and shading textiles. Whenever you wear clothing enhanced with HeiQ Sun Block, we've got you covered.



**OEKO-TEX®**  
CONFIDENCE IN TEXTILES

# HeiQ Sun Block

## Protective shield against UV rays

### The dangers of UV radiation

With the increasing popularity of the outdoor lifestyle and the thinning ozone layer due to pollution, the upward trend of skin cancer continues unabated. Skin cancer is the most common form of cancer in the United States where more than 3,100,000 people are diagnosed with skin cancer every year. About 90 percent of non-melanoma skin cancers are associated with exposure to ultraviolet (UV) radiation from the sun.

Despite these disturbing figures, one-third of summer clothes do not protect our skin from the sun at all. This is especially true for lightweight, thin fabrics made of cotton, linen and rayon.\*

\*American Cancer Society. Cancer Facts & Figures 2016. Atlanta: American Cancer Society; 2016.

### Optimization of the Ultraviolet Protection Factor (UPF)

HeiQ Sun Block gives fabrics the ability to stop harmful UVA and UVB rays by absorbing and reflecting these damaging rays before they reach the skin.

Every textile product should be verified individually on optimization potentials. You want to find out how good your fabrics are at blocking the sun? You can easily get their optimization potential tested at HeiQ. Whether the UPF of a fabric can be improved depends on following main factors:

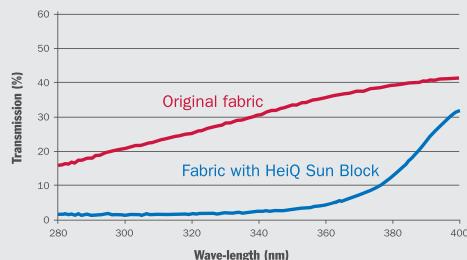
- Weight and textile construction
- Color of the textile
- Type of fiber
- Moisture (measurement in dry or in wet state)
- Physical stress (stretch, washing, rubbing)

### HeiQ offers the following UPF test methods for your textiles:

- Unstretched, dry, new textiles – Australian solar spectrum test (AS/NZS 4399:1996)
- Unstretched, dry, new textiles – Albuquerque solar spectrum test (AATCC 183 (-2004))
- Unstretched, dry, new textiles – Albuquerque solar spectrum test (EN 13758-1)
- Stretched, wet textiles with mechanical wear – Australian midsummer solar spectrum test (UV-Standard 801)

### Ultraviolet protection

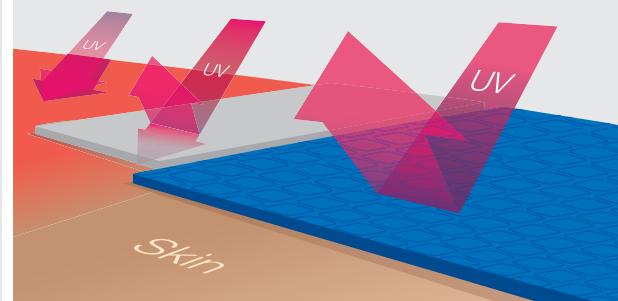
The “Ultraviolet Protection Factor” (UPF) is a criterion for the evaluation of UV protection. The UPF indicates how effectively a fabric shields the skin from the sun's UV rays, quantifying the amount of UV radiation a fabric can absorb. The UPF is determined through spectroscopic methods that measure the transmission of UVA and UVB rays through textile. UVB rays (medium-wavelength) cause “long-term” tanning and support formation of certain vitamins, while at the same time being responsible for sunburn and visible skin damage. UVA rays (long-wavelength) penetrate deeper into the skin and potentially cause long-term skin damage such as melanomas, allergies, premature skin ageing or other delayed damages. Fabrics treated with UV protection technology can help to protect the skin from the sun.



Transmission profile of 100% cotton, white, woven fabric, weight approx. 120 g/m<sup>2</sup>

No protective textile shield:  
→ Transmission

Untreated fabric:  
→ Partial transmission



Textile treated with HeiQ Sun Block  
→ Reflection & Absorption



Find out more!