

Hawai'i SBDC Success Story – Maui Center

Raw Love Sunscreen, LLC

Maui Company Creates First FDA-approved Coral-Safe Sunscreen



With help from the Hawaii Small Business Development Center (SBDC), Maui resident **Jenna Davis** created **Raw Love Sunscreen**, waterproof and rated SPF 35. It is the first FDA approved, coral-safe sunscreen created in Hawaii (Zinc based with no harmful chemicals, preservatives or fillers and also features plastic-free packaging.)

Davis put her background in chemistry and marine biology to work, initially transforming her kitchen into a lab to create her own unique mineral sunscreen for herself and friends. As demand grew, she discovered getting her product into retail stores, was not a simple task and Davis sought out the SBDC for assistance.

“Sunscreen is considered an “over-the-counter” drug for retail compliance purposes requiring FDA-certified Drug testing, an SPF protection rating certification and an FDA-certified

Manufacturing facility to mix and bottle the sunscreen. These facilities are not available in Hawaii,” said Wayne Wong, center director. “Furthermore, it is a good time to be in the business of selling reef-friendly sunscreen products, as legislation has just passed that would make Hawaii the first state to ban sunscreens that contain ingredients found to be harmful to coral reefs and other marine life.” With SBDC guidance, Davis was able to move forward with testing and manufacturing.

Her product is now in over 100 stores and will be soon be on shelves locally at Whole Foods and hitting mainland stores next month as well. Jenna also sells her products direct online at her website as well as on Amazon.com. Moving into wholesale, within this next year, she expects to, and is prepared to have production to support, selling over 10,000 units per month.

Hawaii SBDC helped Jenna since March of 2016 starting from registering her business with guidance for a growth and marketing strategy through FDA certification and manufacturing and most recently how to approach wholesale distribution.

Raw Love Sunscreen can be found online at: <https://rawlovesunscreen.com> and <https://www.facebook.com/rawlovesunscreen>.