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ANNE HECHE INTRODUCES TICKLE TIME SUNBLOCK, THE FIRST OF ITS KIND BRUSH-ON MINERAL SUNBLOCK FOR CHILDREN

LOS ANGELES -- Actress Anne Heche has developed a broad spectrum mineral sunblock for kids called Tickle Time Sunblock, available at www.tickletimesunblock.com. The first product like this for children, Heche developed Tickle Time Sunblock because she wanted an effective, all-natural sunblock for her own sons (now ages 10 and 3) that was easy to apply.

"I searched high and low for a sunblock for our whole family that was a total block and 100% chemical free," stated Heche. "We all know how important sunblock is for kids to use every day, but my boys, like most kids, hated the cold sprays and greasy creams on their faces. So many tears were shed at sunscreen time it was a nightmare! Now I'm so happy to offer Tickle Time Sunblock to all parents; the fact that it is all-natural, effective, easy and even fun for kids to put on every morning is a dream come true."

Heche partnered with Kathy and Nicole Tracy, the founders of La Bella Donna, a complete collection of mineral-based cosmetic formulas that are actually healthy for the skin, to create Tickle Time Sunblock. Tickle Time minerals come from naturally occurring rock. There are only four of these mineral ingredients in Tickle Time Sunblock and nothing else added. When applied, it isn't absorbed as it is with chemical sunscreen lotions and sprays; instead, it sits on top of the skin as a natural barrier. Light can't penetrate rock so children's skin is protected from not only the sun but also from environmental pollutants.

Andre Berger, M.D., founder of Rejuviline Vitality Institute in Los Angeles, recommends Tickle Time for his patients. "The ideal sunscreen is one that my patients will use," he says. "Tickle Time Sunblock is just that. It is safe, nonirritating and non-allergenic, and it provides effective protection against both UVA and UVB rays." Tickle Time Sunblock provides a broad spectrum sunblock with SPF 20.

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Tickle Time Sunblock is applied to the face with a soft brush. Because it made her kids giggle when she applied it, Heche says, "I started calling out, 'Tickle Time!' in the morning and the boys would come running in to the bathroom to put on their block. No more struggle, no more tears. No more screaming and fighting, no more bad moods. It is so easy to apply, especially on their ears, which everyone always forgets!"

The Ingredients

The four Tickle Time Sunblock minerals are: micronized titanium dioxide, bismuth oxychloride, zinc oxide, and iron oxides. Tickle Time Sunblock doesn't contain any FD&C dyes, oils, fragrance, talc, alcohol, parabens, cornstarch, or other chemicals. Soothing and calming, Tickle Time can be used on rash-prone skin, eczema, allergy-prone skin (with a near-zero allergy rate), and sensitive skin including teenage acne. This pure mineral sunblock naturally keeps the skin cool, and reduces perspiration on the skin. Tickle Time Sunblock doesn't irritate like chemical sunscreens do.

Product Details and Where to Buy

Starting in late August 2012, Tickle Time is available online at www.tickletimesunblock.com. Available in three different translucent shades for different skin tones, all in either bright pink or bright blue packaging, each Tickle Time brush contains enough mineral sunblock for 300 applications. Visit us online for information about our retailers as we roll out nationally.

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For more information, including product photography, contact H+R PR.