

For Immediate Release

May 6, 2007

Contact: Daniella Teutsch, 201-379-5408

daniella@hydrochic.com or Sara Wolf sara@hydrochic.com

New Line of Swimwear Will Make Sunblock Obsolete

Swimwear designers combine sun protection, style, and functionality

Long Branch, N.J. - About one million people develop skin cancer in the United States alone each year, according to the National Cancer Institute. Applying sunscreen and limiting your sun exposure can reduce your risk for skin cancer. Wearing sun-protective attire created by HydroChic Sun Protective Water Sportswear will also protect from the sun's rays.

HydroChic's water wear line, a new feminine athletically inspired style, provides excellent sun protection. HydroChic fabric has recently been tested and classified as having excellent SPF/UPF of 50+ to block harmful UVA and UVB rays.

Beyond a bathingsuit:

HydroChic water wear offers more than sun protection. HydroChic offers extra coverage without forgoing femininity and style. As an athletically inspired line designed by women for women, the mix and match separates have built-in supportive shelf bras and built-in protective liners in all bottoms. Styles include 3/4 sleeves and various short sleeve lengths paired with coordinating sporty skirts, shorts and pants in solid summery colors. The four-way stretch fabrics are a blend of Spandex and Nylon, for great fit and feel.

More water time:

HydroChic's sun protective water line is designed for promoting a healthy active lifestyle. Women will find the attire ideal for all water sports such as swimming, doing water aerobics and pilates, water skiing, sailing, or spending the day with the family at a water park or at the beach.

About HydroChic Sun Protective Water Sportswear:

HydroChic's main focus is to create a feminine line of sun protective water wear for aquatic activities. The athletic water wear is designed by women for women, allowing for curvature, coverage and comfort. Co-founders of the HydroChic boutique, Daniella Teutsch and Sara Wolf, created their own aquatic line after realizing there wasn't anything in the swimwear market that offers active women an option of coverage, support and comfort without compromising fashion. HydroChic is aquatic wear that brings together excellent sun protection, femininity and functionality. Their goal is to mainstream the HydroChic Collection as a regular option for women alongside the bikinis.

In addition to its line, HydroChic seeks to educate about skin cancer and the dangers of cumulative exposure to the sun.

For more information about HydroChic Sun Protective Water Sportswear products, please visit www.hydrochic.com or call 201-379-5408.