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Sun-Wise In The Holy Land

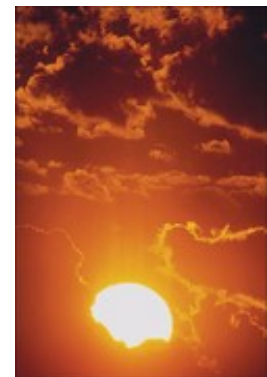
Tuesday, May 22, 2007

Jerusalem: When people think of Israel they tend to focus of its ongoing existential struggle, but are not so aware that the country faces universal issues - such as skin cancer.

Israel's hot climate allows for wonderful vacationing. Typically the beaches are open to the public from mid-April through mid-October. While any beach lover would appreciate the lengthy season, the exposure to the "dark side" of the sun is certainly a challenge to the population and the health care system. According to the Israel Cancer Society, in the last 30 years, the rate of people developing melanoma, the deadliest type of skin cancer, has skyrocketed six-fold with 900 new cases diagnosed a year and 10,000 new cases of non-melanoma skin cancer diagnosed as well. In the United States the percentage of people who develop melanoma has more than doubled in the last three decades.

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May is Women's Health/Skin Cancer Awareness month in the USA. As a tribute to friends and family lost to melanoma, the founders of HydroChic Water Sportswear deliberately set their launching of this year's new swim line in May.

HydroChic.com was founded by two Anglos, Daniella Teutsch and Sara Wolf, who made aliyah, reside in Israel, and they create and produce their mix-and-match swimwear in Israel. Many of the mix-and-match pieces are perfect for the Orthodox Jewish woman since they meet the standards of Jewish law/Halachah.

The company hopes that their sun protective water wear will create awareness and

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be a part of the fight against skin cancers. “We know of too many women in their 30s and 40s who passed away from melanoma. When we were kids we just wanted to bask in the sun, today we are paying the price as a society. But we know it’s not too late to protect ourselves from the sun. We want to provide women with a safe but feminine swim line as an option to feel comfortable and confident in.” explains Daniella.



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