

# Pair creates product that gives sticky beach sand the brush-off

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■ Intern

(July 4, 2008) If it weren't for the sand, the beach would be a great place, or so some people believe after they have tracked a pound of grit into the house or car.



Joy Beneson

Now, two friends, Gail Greenwood and Joy Benenson are doing something about it.

Beach fans and friends since they were 13, Greenwood and Benenson got together to make their own version of baby powder which is known to help eliminate sand after a day at the beach.



G. Greenwood

Greenwood said that she always knew that about baby powder and

but recently decided to pursue that idea further.

"We thought we needed to let everyone know how incredible it was, but we wanted to make it better" said Greenwood.

Greenwood and Benenson worked with dermatologist, Todd E. Schlesinger, M.D. to help create a healthy and all-natural version of baby powder, Surfer's Secrets Sand Eliminator. Their version consists of cornstarch instead of talc, which many baby powders contain.

Talc is a mineral composed of hydrated magnesium silicate that can sometimes cause respiratory problems in infants. The pair also included grape seed oil and aloe to help sooth the skin.

"There were too many stories such as the one that really stuck out to us in "US News and World Report" (2005)



Surfer's Secrets contains all-natural ingredients that safely remove sand from the body quickly and easily.

linking talc to cancer as well as claims about the similarity to asbestos. It was quite clear that we had to create an effective product that we would not only feel good about, but one we would use on our own children" said Benenson.

While talking about the beach, Greenwood said, "It is not an all-day event with kids. We are always going somewhere else — the grocery store, the play ground." Greenwood believes that Surfer's Secrets is more for children and parents with younger kids.

Surfer's Secrets received the National Parenting Center Seal of Approval. Greenwood and Benenson together have five children all under the age of 6. "Going to the beach is not an easy task" said Greenwood.

Information on Surfer's Secrets Sand Eliminator can be found online at [www.surferssecrets.com](http://www.surferssecrets.com).



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