



## **MISSION Product™ Brings High-Performance Skincare to Beijing**

*The first Athlete-Engineered Skincare™ line travels overseas with U.S. Athletes*

NEW YORK--MISSION Product™, the first Athlete-Engineered Skincare™ line, congratulates five of its athletes as they prepare to represent the United States in Beijing this summer.

Only three months after joining forces to help launch MISSION Product, a line of high-performance skincare products specifically designed by athletes to meet athletic needs, U.S. competitors Amanda Beard (swimming), Carmelo Anthony (basketball), Jessica Mendoza (softball), Hunter Kemper (triathlon) and Sarah Haskins (triathlon) will bring the innovative skincare products across the globe to compete on the grandest stage of international sport.

"MISSION Product is extremely proud to support five of its world-class athletes in this year's competition in Beijing," said Josh Shaw, Founder of MISSION Product. "Our innovative products are designed to meet the high performance needs of athletes on and off the field. In addition to the best-in-class formulas, all of our products are under 3.5 ounces to meet the airplane carry-on weight requirements, making them the ideal skincare solution for traveling athletes worldwide."

The MISSION Product starting lineup includes a sunscreen with SPF 30 and anti-sting technology, a vitamin lip balm with SPF 20, a long-lasting anti-friction cream, a restorative foot gel and a revive body gel for post- sun and wind exposure.

"Whether I am training in Los Angeles, doing a photo shoot in New York, or competing against the world's best in Beijing, MISSION Product stays on my skin and in my bag," said two-time gold-medal winner Amanda Beard. "MISSION Product helps nourish, hydrate, heal and protect my skin, regardless of where I am or what I'm doing."

All MISSION Product lines are formulated with clinically-pure ingredients and are engineered to deliver superior skincare benefits. They are fortified with vitamins, minerals and antioxidants, are preservative-free and animal-cruelty free.

"The unforgiving combination of sun, heat and humidity, combined with the strain of competition, makes MISSION Product a vital part of my preparation and performance," said U.S. triathlete Hunter Kemper. "I don't go anywhere - let alone arguably the biggest competition of my life - without plenty of MISSION Product."

Some of the world's most accomplished athletes, including two-time professional basketball MVP Steve Nash, two-time gold-medal swimmer Amanda Beard, two-time gold-medal soccer player Mia Hamm, X-Games Gold Medal Snow boarder Gretchen Bleiler, and X-Games Gold Medal Skate boarder Ryan Sheckler are just some of the members of the MISSION Product team.

In addition to working closely with its athlete partners in product innovation, MISSION Product proudly supports the charities of its athletes, including The Sheckler Foundation, The Steve Nash Foundation, Oceana, The Mia Hamm Foundation and H2O Africa, among others.

MISSION Product is available at select sports specialty retailers including Foot Locker, Lady Foot Locker, Champs Sports, City Sports and Performance Bicycle, and is available at [www.Eastbay.com](http://www.Eastbay.com) as well as at [www.missionproduct.com](http://www.missionproduct.com).