



## A portable, biodegradable and natural sunscreen: meet SportStick

### **Fabiola de Amorim, co-founder of SportStick**

*I'm Fabiola De Amorim, product developer and co-founder of SportStick, a biodegradable set of a natural sunscreen, and a portable holder designed for outdoor sports enthusiasts.*

*My journey into the world of natural cosmetics began when we decided on the key features of our sunscreen—a natural, biodegradable product tailored for those who enjoy outdoor activities. Together with SportStick's R&D team, we delved into the fascinating world of natural ingredients to develop a product that meets these goals. As an amateur runner, a sport that keeps me closely connected to nature, and with an academic background in Dentistry, health has always been a top priority for me. This passion for health and Nature led us to create a sunscreen that is not only beneficial for our bodies but also healthy to the planet.*



### **NATRUE: Can you share with us the story behind the founding of SportStick? What inspired you to start this brand?**

Fabiola: The story of SportStick began when me and my colleagues, founders and outdoor sports practitioners, looked for and could not find a natural sunscreen on the market that could be used during sports, that is, a product that we could carry and use without having to stop our sports training. So we decided to develop this product. To do that, we knew that the natural sunscreen should also be harmless to the environment. That's the beginning of SportStick.

### **NATRUE: In a market where sunscreen textures and application methods vary widely, how has SportStick developed a texture that appeals to users?**

Fabiola: SportStick has been developed to meet the needs of outdoor sports enthusiasts, such as water and sweat resistance; stability on the skin; non-clogging of pores to allow the skin to breathe; high protection against harmful UV rays in case of prolonged sun exposure; and skin hydration. All ingredients have been selected to achieve these goals as well as those of protecting the air, land and marine environment. In addition, it is a cream that comes in stick form, easy to use, easy to carry and easy to apply during sport thanks to its portable support. The entire product is biodegradable, respecting nature, which means that not only the cream itself but also the packaging is biodegradable.

### **NATRUE: Who is your target audience, and how do you ensure your products meet their specific needs?**

Fabiola: Our product has been developed to be used by outdoor athletes, amateurs and professionals, as well as by those who love to spend time in nature, exposed to the sun and care about protecting the global environment.

### **NATRUE: Can you walk us through the product development process at SportStick? How do you innovate and stay ahead of trends in the natural skincare industry?**

Fabiola: SportStick is a portable, biodegradable and natural sunscreen. In other words, it is a biodegradable product that is able to be used during outdoor sports practice being healthy to the global environment and for our bodies.



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As we all know, most sunscreens on the market are composed of chemicals that are unhealthy for our bodies and harmful to the environment. Furthermore, with all these important discussions about global warming, plastic pollution, and environmental destruction, - all of these issues that really matter to us – SportStick presents itself as a solution to all these problems in the outdoor sports community.

We sincerely believe that the outdoor sports community, with a measure as simple as using a biodegradable natural sunscreen, can be an instrument in educating society about the importance of caring for and respecting our planet.

**NATRUE: Why did you choose to pursue NATRUE certification for your products? What does this certification mean to you and your customers?**

Fabiola: NATRUE certification was a natural choice for us, once we decided to certify our sunscreen, especially as they apply approval requirements that value product quality and make sense. Besides, as an international standard, NATRUE has built an excellent reputation, which ensures our clients and customers not only recognise the seal but also know that the product meets their expectations.



For more information about SportStick, visit [www.sportstick.eu](http://www.sportstick.eu)