



Coolibar x Target youth collection

Company History:

Coolibar was founded in the snowy state of Minnesota in 2001 by John Barrow. John was born and raised in Australia, which is known for having the highest rate of skin cancer cases across the world. He became passionate about sun-protection and decided to move his business over to the U.S., where skin cancer is not as focused on like it is in Australia. John is dedicated to keeping others safe from the sun and informed of the importance of sun protection.

Why Coolibar:

Coolibar is passionate about sun-protection for everyone in mind. Our goal is to not stop living but live a more protective life from the sun. Every time the sun is out, Coolibar is ready to protect.

Swim | Fishing & Boating | Active | Travel | Relaxing | Garden Party

The Coolibar Difference:

We design sun-protective clothing and accessories that are UPF 50+ and block 98% of UVA/UVB rays.

- Approved by the Skin Cancer Foundation ✓
- Lifetime guarantee by ASTM/AATCC standards ✓
- Tested more than any other brand ✓
- Made in Minneapolis, Minnesota ✓

Product Overview:

Coolibar x Target offers tweens and teens fashionable options in sun-protection made with innovative fabrics. Clothing, swimwear, and accessories are made with sun-protection that never washes out.

Coolibar keeps tweens and teens protected in a fashionable way:

- Inclusive size range for every body type
- Fashionable styles in an assortment of options such as hoodies, sweatshirts, t-shirts, shorts, hats, accessories, and more
- Trendy fabric colors like pastels, pops-of-colors, darker tones, and basics
- Accessible and affordable for every family that shops at Target

Where to Find Us:

In Stores: Any of our 1,897 Target locations

Website: www.coolibar.com

Email: contact@coolibar.com

Social: [@coolibar](https://www.instagram.com/coolibar)