

PARASUN: Fashionable Sun Protection

Written by Suzanne Koch

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Our calendars may say it's fall but in reality, the Arizona sun shines bright year round, no matter how many pumpkin spice lattes or knee-high socks we buy. With warm winter days and blazing hot summer afternoons, sun protection is constantly relevant in the Valley. Many of us have grown accustomed to the sun's effects on our body, proudly displaying our Arizona tans, and forgetting the damage it can do. While fashionable hats and designer sunglasses to don poolside surround us everywhere, sometimes we need better protection from the desert rays.

[PARASUN](#) (whose name literally means "defense against the sun") is a new product invented by New York mom, Dara Kubovy-Weiss that delivers fashionable UV protection in a new and inventive way. Growing up, Dara struggled with sun protection, developing a hatred for greasy sunscreens, cover-ups and hideous parasols, the latter of which she couldn't bear to own. Knowing the idea of a parasol with better sun protection and much less gaudy décor was what she needed, Dara took matters into her own hands. After spending many sunburnt years of frustration, Dara invented [PARASUN](#).



This all weather umbrella works twice as hard with two layers of protection. The outer layer is a lighter color and reflects the sun's heat and light away from you, while the inner, darker colored layer does the opposite, absorbing reflected heat and light from the ground and keeping it away from you. The result is 99.42% of UVA and 99.98% of UVB radiation is blocked, keeping you cooler and safer.



While [PARASUN](#) offers premium sun protection, it also provides convenience. Weighing a light 12.6 ounces, and folding into a short 10.25 inches, the compact design is easily portable. It also features a velcro dock to keep the closure tab from dangling in your face. Not only is it smart in design, but PARASUN also offers additional add-on features that make it even more genius. One addition is a UV Index Alert System, which sends notifications to your iOS device, alerting you when certain UV levels have been reached. Another is a clamp attachment that allows you to attach your [PARASUN](#) to a chair or stroller, giving you full mobility to use both hands on what you're actually doing.

Perhaps the most appealing feature of PARASUN is the simple and minimalistic design in subtle colors that beat any parasol or umbrella in the fashion department. Choose from four different colors but keep your eyes peeled for sleek white designs and summery cabana stripes to join the lineup soon.

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For more details or to purchase a PARASUN, visit their website: www.parasunumbrella.com