

Product copy ideas and slogans for Sunscreen products

Reach Australians as they relax
Keep out of the red with
In the red? Call

..... comes with everything under
the sun - including/even the
sunscreen.

Protection for your assets

We'll protect you.
You're covered with
We'll cover you.

Cover yourself with.....
You're covered with.....

Great protection for swingers! (golf
days)

We've got you covered!
We've got the game covered

Our game is to protect you!

You're protected with.....

Block out the opposition!

The best protection / coverage under
the sun.

All over protection.
Spread your name around!

We've got the market covered.
Increase/reduce your exposure.

No.1 for coverage / No.1 for protection

..... for the best coverage under the
sun.

..... (your name, brand) the best
protection against.....

..... the best under the sun.

.....quietest/strongest/largest/
smallest/ under the sun.

All over protection.

Applications now open.

One application covers you!
We'll save your skin!

..... the right application for you!

Think of(location /
Town)think of sunshine

Think of(Venue)think
of comfort & relaxation / protection.

We're hot stuff

Sunscreen...one solution to a burning
question

Sunscreen...one solution to a burning
issue

Sunscreen.....an answer to a burning
issue..

Sunscreen.....an answer to a hot topic.
Sunscreen.....always a hot topic. .

When promotion & protection become
burning issues

Be cool when it's hot

When you're hot...you're hot !

Be cool when the heats on

Best '.....under the sun

Sunscreen....the best promo under the
sun

Sunscreen for when the heat is on