UV SKINZ UPF 50+ SUNWEAR x CleanHub

UV Skinz

A sun protection brand with a sustainable edge

Meet UV Skinz

UV Skinz is a US-based suncare apparel and swimwear brand that's protected thousands of families from harmful sun exposure.

Founded in 2005, the company specializes in Ultraviolet Protection Factor (UPF) 50+ swimwear and resort clothing for men, women, and kids — providing a reliable alternative to sunscreen.

The family behind UV Skinz shares a deep connection to the environment, which has led the brand to look beyond just sun protection.

With CleanHub's support, UV Skinz has taken control of its plastic footprint by **funding the collection of 127,123 pounds (lbs) of plastic waste** — and counting.

Beyond sun protection and sustainability, the brand's story is also deeply personal. UV Skinz was inspired by a heartbreaking family loss, which ignited their mission to make a difference.





PC: uvskinz.com

The story behind the brand

Darren Lee Farwell was a loving husband, dad, and adventurer. He spent years outdoors, sharing his passion for nature and sports with his family.

But in 2001, he sadly passed away at the age of 32, after a five-year battle with skin cancer, leaving behind his wife, Rhonda Sparks, and three young sons, Ethan, Seth, and Caleb.

Rhonda was determined to honor her husband's memory and help other families avoid similar losses. As well as raising three young boys, she got to work on making a difference.

And UV Skinz was the brainchild of her mission.

It's now a leading brand in the sun-protective clothing market, preventing harmful sun rays from permeating people's skin. Due to the treatment of the fabric, the weave of the material becomes so tight that it serves as sun protection. The garments are UPF 50+, meaning people can enjoy the outdoors — just like Darren — without compromising sun protection.

But it's not just about protecting people's skin, it's also about helping people get informed.



PC: uvskinz.com

"We're just really passionate about spreading awareness," Seth Farwell, UV Skinz brand manager, told CleanHub.

SUN PROTECTION WITH A SUSTAINABLE EDGE

Looking after the environment was also a natural transition for the team, with Seth explaining: “Environmental impact has always been important to us. It's where my dad loved spending a lot of his time skiing, snowboarding, surfing, and backpacking.”

The brand now sells products through its website, on Amazon, in Costco, and around 200 independent boutiques in the US, South America, and the EU — helping to raise awareness among international audiences.

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— Seth Farwell, Brand Manager at UV Skinz



PC: uvskinz.com

The need for action

According to researchers, the fashion industry contributed 20 million tons of plastic waste in 2019. At least 40% of fashion industry waste is also mismanaged, resulting in plastic leaking into the environment.

To counter this narrative, UV Skinz started implementing 100% recycled plastic packaging and exploring recycled garment materials, which now make up around 80% of its products.

But they faced some unique packaging and material durability challenges.

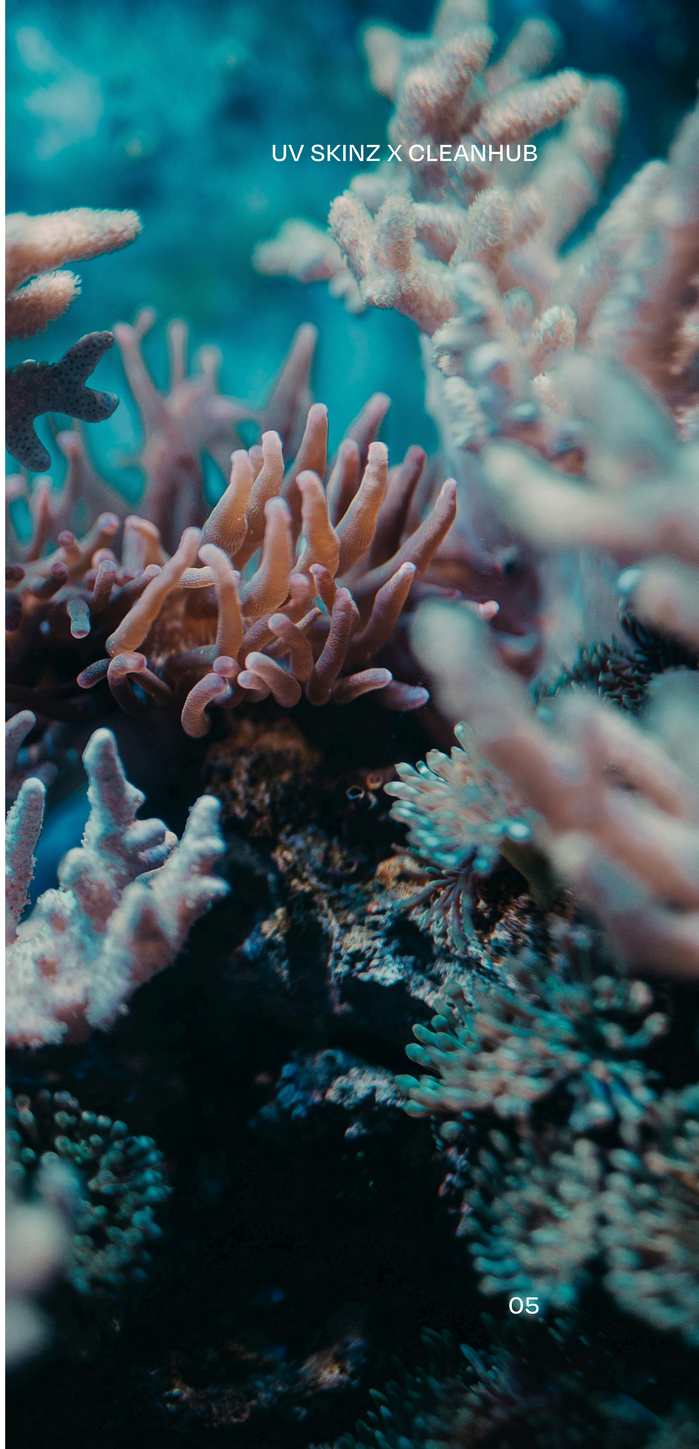
"Unfortunately, [our packaging is] still plastic," Seth said. "We're trying to figure out a way to use biodegradable materials or something a little bit more natural, but we're having a hard time doing that while also meeting regulations with some of our shipping partners."

"It's hard to make swimwear from organic fabrics, especially UPF 50+ swimwear," he added. "So it's been a pain point for us trying to find new ways to reduce the use of synthetic plastic-based fabrics."

Another goal for the company was having a positive impact, particularly on our oceans.

In 2024, the National Oceanic and Atmospheric Administration announced that the planet is undergoing its fourth mass coral bleaching event. Studies have shown that chemicals in standard sunscreen can also damage reefs and affect marine wildlife.

Shoppers who replace chemical sunscreens with UPF clothing can reduce the amount of sunscreen washing into our waterways and oceans. That's just one way that UV Skinz pays tribute to Darren's legacy and love of the natural world.



A partnership with a purpose

The UV Skinz team initially started looking for a US-based partner that could help them tackle their plastic waste footprint in innovative ways. However, they felt many options lacked transparency.

> "One of the reasons why, or the main reason why we decided to move forward with CleanHub, is the transparency."

— Seth Farwell, Brand Manager at UV Skinz

CleanHub's robust track-and-trace technology and real-time reporting among US and EU brands answered those needs.

"One of the reasons why, or the main reason why we decided to move forward with CleanHub, is the transparency," Seth explained.

Although we've only worked together since 2023, the numbers speak for themselves.

Impact Timeline

2023

In 2023, UV Skinz funded the collection of **100,000 lbs of plastic**, equivalent to **5 million plastic bottles!**



PC: @uvskinz / Instagram



Celebration Post

2024

The brand is on track to match its goals in 2024.

Before

After



Sponsored beach clean-up in July

Another reason why the team was drawn to CleanHub was our commitment to social impact in coastal communities.

CleanHub's work currently provides 169 jobs for women around the world, unlocking opportunities in areas where there's considerable gender disparity. We've helped women like Shamala in Goa and Sanja in Konad become self-reliant and support their families through fair working wages.

"The vast majority of our workforce is women, and it's really cool to see the impact you can have in these communities, especially for women and helping them," Seth said.

Through its partnership with CleanHub, UV Skinz has supported several local communities in India, Indonesia, and Cambodia, tracking the progress at every step.



Transparent sustainability goals

Another big focus for UV Skinz has been ensuring its sustainability goals are free from false or misleading claims.

Some reports suggest up to 60% of fashion companies aren't truthful about sustainability, making the clothing industry a huge problem.

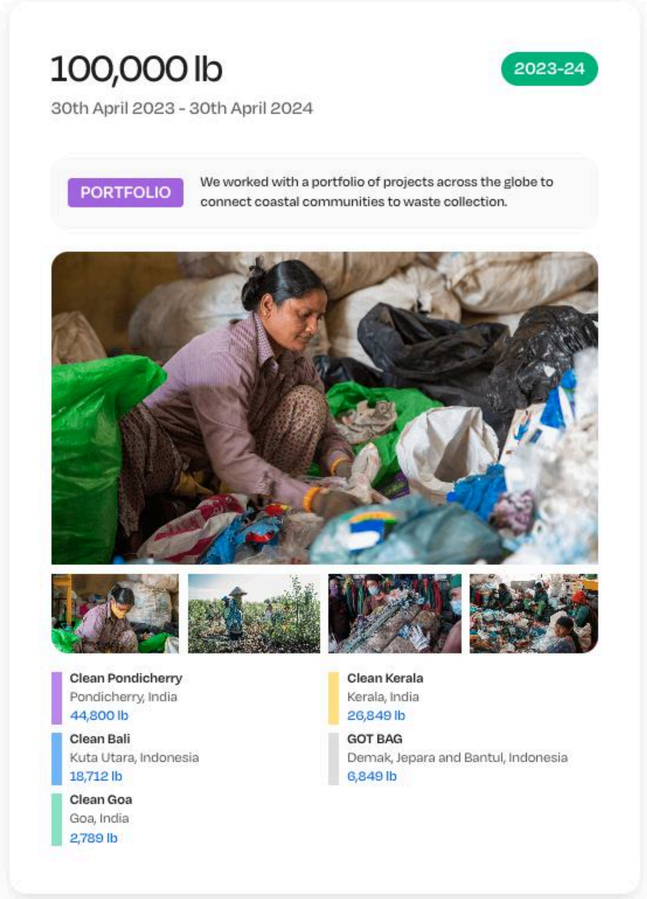
UV Skinz remains committed to countering the greenwashing narrative through reporting, marketing and clear, honest communication — our reporting helps them verify that.

"As a clothing manufacturer, we're aware that we're not perfect in terms of sustainability. We don't want to make any false claims, or we don't want to have our customers think we're doing something that we're not. So that's been a big focus," Seth explained.

CleanHub allows UV Skinz to clearly track its environmental impact through our Impact Report. These metrics may help the brand when it comes to securing future certifications and to validate its efforts.

Seth added: "We definitely love talking about our partnership and using it as like 'hey, like we know we're not perfect, we're a clothing manufacturing company but we're really trying to do more than just keep making clothes."

Thanks to our real-time data collections and yearly breakdown, the brand can monitor its plastic impact and take real steps toward sustainability while having tangible statistics to back its claims up.



Raising awareness for future sustainability

UV Skinz has big plans for the future, and is excited to have CleanHub on board.

It's now revamping its social media and enhancing its marketing channels, which will help drive further awareness of its brand's wider mission. Sharing sustainability data on social media has also been impactful.

On World Oceans Day, for example, UV Skinz announced it recommitted to another year of plastic waste collections with CleanHub — and this announcement resonated with its followers.

The post's click rate was **58% higher than its average** for the year, and **the conversion rate was 230% higher** than normal.

"In terms of sustainability, we're moving more and more towards recycled fabrics, researching organic fabrics and what we could get going with some natural fibers," Seth added, explaining that it's not just packaging they're keen to improve on.

Combined with their commitment to plastic waste removal, the team has created a multi-pronged approach to supporting the planet.



Be part of the CleanHub community

UV Skinz is one of a growing number of clothing brands that are taking control of their environmental impact.

As CleanHub's partner, UV Skinz is helping to make a difference among communities at the forefront of the climate crisis.

We've connected hundreds of thousands of families to waste management systems around the world as of August 2024, and unlocked fair pay and safe working conditions for many more.

UV Skinz has been key to our success, and we couldn't have done this without them.

Ready to have an impact?
Join the hundreds of brands alongside UV Skinz that have teamed up with CleanHub to clean up plastic waste.

Talk to our team today and start contributing to a cleaner planet.

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