





**New** / Pg. 08

**Sun** / Pg. 12

**Lip** / Pg. 18

**Hair** / Pg. 22

Lifestyle / Pg. 28

About Us / Pg. 36



New



### Signature

## Original



SPF 50 Tinted Face Stick

13 g

SPF 30 Clear Face Stick

SPF30

13 g

4.25 g

Lip Balm









• Dermatologist Tested • Fragrance Free • Water Resistant (80 Minutes)

### Made Without:

• Oxybenzone • Octinoxate

Parabens



SPF50 **Roll-On Lotion** 

88 mL









• Water Resistant (80 Minutes)

Dermatologist Tested

### Made Without:

• Oxybenzone • Octinoxate

• Parabens



# Sun/Original

### **Lotions**

## Original















SPF 30/50 177 mL

SPF 30 88 mL











SPF 30/50 237 mL

SPF 30/50 **Spray** 170 g

Face SPF 50 Lotion 88 mL

Lotion 88 mL

Glow SPF 30

SPF50 **Face Mist** 

100 mL

SPF30 **Face Stick** 

13 g



• Water Resistant (80 Minutes) • Dermatologist Tested

Made Without:

• Oxybenzone • Octinoxate

• Parabens











 Water Resistant (80 Minutes) • Dermatologist Tested

Made Without:

• Parabens

• Oxybenzone • Octinoxate

### **After Sun**

### Original









**Cool Down Spray** 

**Cool Down Lotion** 

88 mL



### **Day Tripper**

SPF 30 Lotion 88 mL / Cool Down Lotion 88 mL /SPF Coconut Lip Balm 4.25 g





**Cool Down Lotion** 

237 mL





• Dermatologist Tested

177 mL

### Made Without:

Oxybenzone - Octinoxate

• Parabens









### Features: Dermatologist Tested

### Water Resistant (80 Minutes)

• Oxybenzone • Octinoxate

• Parabens



## Original

### CocoBalm





















### Original SPF 30 Lip Balm

Banana / Pineapple / Coconut / Mango / Pomegranate / Watermelon

4.25 g

Features:

### CocoBalm

Groove Cherry / Ocean Mint / Piña Colada

4.25 g











### Made Without:

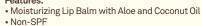
• Oxybenzone • Octinoxate

Parabens









Made Without:

Parabens

## Revitalizing

## Revitalizing





Shampoo & Conditioner

300 mL





3 In 1 Leave In

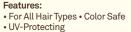


118 mL











Sulfates









• For All Hair Types • Color Safe UV-Protecting

Made Without:

 Parabens Sulfates

## **Protecting / Texturizing**

### **Blonde**







**Heat Protector** 177 mL

Sea Spray

177 mL



**Tone Enhancer** 118 mL

UV-Protecting

Hair Lightener 118 mL









• For All Hair Types • Color Safe UV-Protecting

Made Without: Parabens

Sulfates









• For All Blonde Types • Color Safe

Made Without:

Parabens



### At the Beach





Soccer Ball

Size 5

Beach Flyer

10.75"



**Beach Football** 





Sonny Skipper

Beach Paddleball Set



Bumbrella



'Sonny' Beach Towel

72" x 40"

28

31

## Bags

### **Fun Stuff**















**Beach Tote** 

One Size

Shopping Bag
One Size

Air Freshener
Sonny / Banana

Lucky Bum Figure

Vinyl Sonny

30

### Hats





Surf Hat One Size

Bucket Hat
One Size







Travel Hat
One Size

Trucker Hat
One Size

Yellow Dad Hat
One Size

## **Apparel**



Plain Tee - Yellow/Cream Pocket Tee - Black

S/M/L/XL

Hooded Sweatshirt

S/M/L/XL

32





Sonny's Porch is a respite for traveling bands looking to get off the road to ride some waves, eat some food, shoot some pool, or just crash for a few hours. If they feel like playing some music on our back porch...we're stoked.



Bum Rush is our ambush-style contest series that celebrates ordinary surfers and snowboarders everywhere. No applications. No qualifiers. No entry fees. 30 minutes after the horn sounds, somebody walks away with a fat check for 5000 bucks.



### **Random Acts of Stoke**

The great thing about random stokeouts is that they're RANDOM. These moments range from popping up at a coffee shop in Encinitas to buying metro tickets in NY to free car washes in Miami. Here we have the freedom to find special moments to create special memories for people wherever we are.



We're all about stoking people out, just because we feel like it. So, we do this thing where we put a bunch of products in random places at random times (without telling anyone first) and whoever finds it, keeps it.





Each year, we rally to create our annual Grom-O-Rama event: a celebration and fundraiser for Protect The Groms, our non-profit dedicated to outdoor experiences around the country, providing playground shade structures, sun safety education and sunscreen to kids who live and play in the sun.



Protect The Groms is a 501(c)(3) that partners with elementary schools and other youth-based nonprofit organizations around the country to provide playground shade structures, sun safety education and sunscreen to the next generation. Our goal is to move the needle on skin cancer in America and hopefully stoke out a few kids along the way.







## **Trust The Bum®**