

Sun Bum® 2025 Europe Catalog





Welcome

Before we had fancy catalogs like these, we were living out of our cars traveling up and down the coast telling local surf shop owners all about our little sunscreen brand from Florida—just hoping they'd take a chance on us. And while a lot may have changed since those early days (except maybe our weakness for gas station tacos), we know now more than ever that beyond any of the products we make, it's who we make them for that always matters most.

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New in 2025



New

Signature



SPF 50 Tinted Face Stick

13 g

SPF 30 Clear Face Stick

13 g

SPF 30 Lip Balm

4.25 g



Features:

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

Made Without:

- Oxybenzone
- Octinoxate
- Parabens

New / Signature

New

Original



SPF 50 Roll-On Lotion

88 mL



Features:

- Water Resistant (80 Minutes)
- Dermatologist Tested

Made Without:

- Oxybenzone
- Octinoxate
- Parabens



New / Original



Sun

Lotions

Original



Sun / Original



SPF 30 / 50
237 mL

SPF 30 / 50
177 mL

SPF 30
88 mL



**SPF 30 / 50
Spray**
170 g

**Face SPF 50
Lotion**
88 mL

**Glow SPF 30
Lotion**
88 mL

**SPF 50
Face Mist**
100 mL

**SPF 30
Face Stick**
13 g

Sun / Original



Features:
• Water Resistant (80 Minutes)
• Dermatologist Tested

Made Without:
• Oxybenzone • Octinoxate
• Parabens



Features:
• Water Resistant (80 Minutes)
• Dermatologist Tested

Made Without:
• Oxybenzone • Octinoxate
• Parabens

After Sun



Cool Down Lotion

237 mL



Cool Down Spray

177 mL



Cool Down Lotion

88 mL



Features:
• Dermatologist Tested

Made Without:
• Oxybenzone • Octinoxate
• Parabens

Original



Day Tripper

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



Features:
• Water Resistant (80 Minutes)
• Dermatologist Tested

Made Without:
• Oxybenzone • Octinoxate
• Parabens

Lip



Original

CocoBalm



Lip / Original



Original SPF 30 Lip Balm

Banana / Pineapple / Coconut / Mango / Pomegranate / Watermelon

4.25 g

Lip / CocoBalm



CocoBalm

Groove Cherry / Ocean Mint / Piña Colada

4.25 g



Features:

- Water Resistant (80 Minutes)
- Dermatologist Tested

Made Without:

- Oxybenzone • Octinoxate
- Parabens



Features:

- Moisturizing Lip Balm with Aloe and Coconut Oil
- Non-SPF

Made Without:

- Parabens

Hair



Revitalizing



Shampoo & Conditioner

300 mL

Hair / Revitalizing



Features:
 • For All Hair Types • Color Safe
 • UV-Protecting

Made Without:
 • Parabens
 • Sulfates

Revitalizing



Hair Mask

177 mL

3 In 1 Leave In

118 mL



Hair / Protecting
Texturizing



Features:
 • For All Hair Types • Color Safe
 • UV-Protecting

Made Without:
 • Parabens
 • Sulfates

Protecting / Texturizing

Blonde



Hair / Protecting
Texturizing



Heat Protector
177 mL

Sea Spray
177 mL



Tone Enhancer
118 mL

Hair Lightener
118 mL

Hair / Blonde



Features:
• For All Hair Types • Color Safe
• UV-Protecting

Made Without:
• Parabens
• Sulfates



Features:
• For All Blonde Types • Color Safe
• UV-Protecting

Made Without:
• Parabens
• Sulfates

©Lifestyle



At the Beach



Soccer Ball

Size 5



Beach Flyer

10.75"



Bumbrella



Beach Football



Sonny Skipper



Beach Paddleball Set



'Sonny' Beach Towel

72" x 40"

Bags



Beach Tote
One Size



Shopping Bag
One Size

Fun Stuff



Air Freshener
Sonny / Banana



Lucky Bum Figure
3"



Vinyl Sonny
9"

Lifestyle

Lifestyle

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



You're Invited



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.

**Finders
Keepers**

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.





SMELLS LIKE SUMMER.

SONNY

SUMMER

SUMMER

Nana's

INNOS

SONIC

MYNY

Catch The
Sunsets



001593

Clear Channel

RIDE
TV



Union Cowork



Trust The Bum[®]