



14 March 2016

## ATP AND NESTLÉ SKIN HEALTH'S DAYLONG ANNOUNCE EXCLUSIVE GLOBAL SUN CARE PARTNERSHIP

LONDON and LAUSANNE – The ATP and Nestlé Skin Health announced today a new global partnership which sees Daylong, one of Nestlé Skin Health's leading science-based consumer brands, become the official sun care brand of the ATP World Tour for a two-year period beginning in 2016.

"Tennis is a sport which follows the sun and players are increasingly aware of the potential damage to their skin," said Todd Ellenbecker, Vice President of ATP Medical Services. "Beyond the players, there are approximately 4.5 million fans who attend ATP World Tour events every year, with significant exposure to the sun. We are delighted to initiate such a meaningful partnership with a truly authoritative sun care brand."

"The Daylong brand perfectly meets the needs of tennis players, who spend a tremendous number of hours on court and absolutely need an effective and reliable way to protect their skin," said Peter Sonnekus-Williams, Chief Marketing Officer of Nestlé Skin Health Consumer. "Such level of sun exposure can lead not only to sunburn but premature aging as well as an increased risk of skin cancer. I am truly convinced that Daylong is the high performance sun care brand they need. This partnership is also a perfect fit with Nestlé Skin Health's consumer strategy, which is to bring science-based solutions to the broader skin health market in order to enhance people's quality of life."

A number of ATP players, such as Philipp Kohlschreiber, already use the Daylong brand to keep their skin healthy. "I know I really have to get my skin protected from the sun while I spend hours on the court every day," said Kohlschreiber. "And I need a reliable and convenient product to do so. The Daylong product range is just perfect. It is sweat-and water-resistant, as well as quickly absorbed."

Already present at ATP World Tour events in Sydney, Buenos Aires, Rio de Janeiro and Dubai, the Daylong brand will be featured at several more tournaments in 2016, including Geneva the week prior to Roland Garros, as well as the grass-court tournament in Halle.

### Contacts:

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### About the ATP

The ATP is the governing body of the men's professional tennis circuits - the ATP World Tour, the ATP Challenger Tour and the ATP Champions Tour. With 62 tournaments in 32 countries, the ATP World Tour showcases the finest male athletes competing in the world's most exciting venues. From Australia to Europe and the Americas to Asia, the stars of the 2016 ATP World Tour will battle for prestigious titles and Emirates ATP Rankings points at ATP World Tour Masters 1000, 500 and 250 events, as well as Grand Slams (non ATP events). At the end of the season only the world's top 8 qualified singles players and doubles teams will qualify to compete for the last title of the season at the Barclays ATP World Tour Finals. Held at The O2 in London, the event will officially crown the 2016 ATP World Tour No.1 presented by Emirates. For more information, please visit [www.ATPWorldTour.com](http://www.ATPWorldTour.com).

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**About Daylong**

Daylong is a sun care brand offering high technology sun protection products for every skin type. Daylong products have been uniquely engineered in Switzerland to provide a high quality daily sun protection with nurturing ingredients for a healthy looking skin. Daylong is medically proven to protect skin cell DNA and help reduce the effects of sun-induced skin aging.

With Daylong, you can take only the best from the sun, enjoying the benefits of sunshine while reducing the risks of skin damage.

The portfolio also includes a specific range for kids and after-sun care. The brand is currently marketed in more than 50 countries under the names Daylong, Cetaphil Daylong, Suntivity and Cetaphil Suntivity, and is available for purchase in pharmacies. Daylong is scientifically proven to protect the skin and help reduce the effects of sun-induced skin aging. For more information, please visit [www.daylong.com](http://www.daylong.com).

**About Nestlé Skin Health**

Nestlé Skin Health's mission is to enhance quality of life by delivering science-based solutions for the health of skin, hair and nails. As one of the category's leading companies, Nestlé Skin Health conducts ground-breaking product research to provide both the healthcare community and the consumer with an ongoing progression of innovative technologies and products to protect, serve and enhance skin health. For more information please visit [www.nestleskinhealth.com](http://www.nestleskinhealth.com)

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