



**FOR IMMEDIATE RELEASE**

**Media Contact:**

Kristi Ernsting

[kristi.ernsting@outlook.com](mailto:kristi.ernsting@outlook.com)

913-485-1165

**Sun Protection Goes High Tech with Eclipse Rx™ –  
Solar-Powered Device Developed by Dermatologist to Monitor Sun Exposure**

*Wearable device and app track UV sun exposure and steps,  
encourages being active outdoors while protecting your skin*

KANSAS CITY, Mo. (May 21, 2018) — The first solar-powered personal UV sun monitor + activity tracker – the **Eclipse Rx™** device and digital app – is now available for order. Created by a dermatologist, Eclipse Rx combines sun monitoring with fitness tracking in a sleek band.

“Whether you are concerned about your health or beauty, with this one device, you win,” says Dr. Brian Matthys, Eclipse Rx creator and board-certified dermatologist. “Eclipse Rx is designed to show people how much sun exposure they’re getting on a daily basis and to teach new behaviors so they start to use sunscreen regularly. It also tracks steps so you can be active outdoors and be aware of the sun you’re getting.”

May is Skin Cancer Awareness Month, but sun exposure is a serious concern every day of the year:

- 1 in 5 people develop skin cancer.
- Sunburns substantially increase a person’s risk of skin cancer.
- The sun causes 90% of skin aging, such as age spots and wrinkles.
- Skin cancer is the most preventable of all cancers. Wearing sunscreen helps prevent a preventable cancer.

*(Source: [SkinCancer.org](http://SkinCancer.org))*

**Powered by the Sun**

The Eclipse Rx is solar-powered with sensors that record sun exposure from ultraviolet (UV) light – tracking both UVA and UVB radiation. The patent-pending Eclipse Rx device syncs with a digital app on your phone where you can record your skin type and your sunscreen applications, down to the SPF.

The band and the app provide alerts, such as when to reapply sunscreen or move out of the sun. The Eclipse Rx band is water resistant so it can be worn for swimming and other outdoor activities year-round.

“Being active and being safe in the sun can go hand in hand,” Dr. Matthys says. “We count calories, count carbs, count steps – we need to count minutes of sun exposure. Using Eclipse Rx will help you change your behavior and protect your skin.”

### **Passion for Skin Protection**

With more than 20 years of experience as a board-certified dermatologist, Dr. Matthys is passionate about raising awareness of sun exposure and reducing the number of skin cancer cases. The Eclipse Rx is the result of four years of work developing the idea and bringing it to market.

“We want to make thinking about sun protection and putting on sunscreen like brushing your teeth – something you do every day,” Dr. Matthys says. “The Eclipse Rx device will get smarter over time. The more you wear it, the more data about your sun exposure will be available to you and your dermatologist, and we will add enhancements to the app over time.”

### **Availability**

The Eclipse Rx wearable tech device will be sold through [EclipseRx.com](https://EclipseRx.com), Amazon.com and dermatologist offices. For dermatologists interested in selling the device, reach out to Eclipse Rx through the website.

### **PRODUCT FEATURES**

#### **Eclipse Rx device:**

- First solar-powered personal UV sun monitor + activity tracker
- Tracks sun exposure with sensors that record ultraviolet light (both UVA and UVB radiation)
- Tracks the UV index (the numeric sunburning of the sun) in real time
- Tracks steps
- Vibrates to alert you when to reapply sunscreen or move out of the sun
- Water resistant
- Patent pending

#### **Eclipse Rx app:**

- Set up a personal profile to record info about your skin type, sunscreen applications and sunscreen SPF
- Alerts when it is time to reapply sunscreen or when you have reached too much sun exposure
- Monitors and reports daily UV exposure in a user-friendly interface that can easily be shared with your dermatologist or physician
- Available for iOS and coming soon for Android devices

### **About Eclipse Rx™**

Founded by board-certified dermatologist Dr. Brian Matthys, this independent company is launching its first product – the patent-pending Eclipse Rx™ solar-powered personal UV sun monitor + activity tracker. By tracking sun exposure and steps, the Eclipse Rx is designed for people who love being outdoors and who care about sun-related health and beauty issues.

Visit [www.EclipseRx.com](https://www.EclipseRx.com) | Connect with Eclipse Rx on [Facebook](https://www.facebook.com/EclipseRx) and [Twitter](https://twitter.com/EclipseRx)