

From Sunrise to Sunset

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PEL  TAN

pelotan.cc

About Pelotan

Pelotan make high-performance sun protection products for cyclists, designed specifically to improve performance, maximise comfort and allow cyclists around the world to avoid costly sunburn.

The idea was born in 2017 from the founder's personal need to undertake long training rides in the sun without the reapplication of messy and non-breathable sun cream.

Working alongside professional teams and cosmetic experts the formula has been subject to a testing and refinement process, our flagship product was launched in 2018 providing cyclists with access to sun protection and enabling them to ride longer and tan sharper.

50 Words:

Pelotan is high-performance sun protection designed for cyclists. The flagship product is an alcohol-based spray, which is clear, quickly absorbed, lightweight and breathable. Laboratory tested as lasting up to 8 hours at SPF30, even with sweat - giving you a full day in the saddle without risking skin damage.

-END-

100 Words:

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Working alongside professional teams and cosmetic experts our formula has been subject to a testing and refinement process, culminating in Pelotan - the world's first sun protection designed specifically to improve performance, maximise comfort and allow cyclists to ride longer, tan sharper.

-END-

150 Words:

Pelotan is high-performance sun protection designed to help cyclists cultivate those tan lines without risk of burning. The product has been designed as 'once a day' sun

protection, allowing riders to stay in the saddle longer, perfecting those ultra-sharp tan lines from sunrise to sunset.

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Razor sharp tan lines can elicit a nod of mutual respect from riders (rule #7...) but often lead to a hunt for aloe vera to soothe painful sunburn, which, aside from affecting short-term performance in the saddle, can have damaging long term consequences.

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Pelotan was born on the roads of Europe as founders struggled to avoid sunburn on long sunny rides.

High profile cases of pros getting burnt during stage events (from Chris Froome to Louis Meintjes and Rudi Selig) and countless examples of riders burning from even shorter training or social rides highlighted the necessity for a specialist product.

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Tom Austen, Director at Pelotan said “riding in the sun is one of the greatest joys of cycling, but also presents challenges if you’re unprepared. We set out to create sun

protection specifically for cyclists because legs should only burn on the inside, not the outside!

We launched across Europe in Summer 2018 and believe riders of all abilities can perform better if they avoid sunburn – from the pro peloton to the casual club rider. Pelotan is designed to give cyclists maximum comfort whilst riding and help craft those all-important tan lines.”

The reaction to Pelotan has been a resounding success, having been tested and approved by everyone from Rouleur, Cycling Weekly and Cyclist magazine (who awarded it a 5* rating and described it as ‘essential bike kit’). Grassroots support has been fantastic, with Pelotan providing sun protection to over 5000 riders through a partnership with UK Cycling Events and working with various regional clubs and viral phenomenon Outcast Cyclists. We have built strong ties with some of the most successful athletes at World Tour Level and supported the UK’s #1 domestic cycling team – Ribble Pro Cycling as they completed another astounding season.

Having sold Pelotan direct into over 15 countries and being stocked on the shelves of some of the coolest independent bike shops in the world, including Service Course Girona, solid foundations have been laid that we intend to build on in 2019 with a broadened product range, deeper commitment to the professional scene (both men’s and women’s) and a wider distribution model bringing Pelotan to cyclists around the world.

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For more information please visit www.pelotan.cc where further details of the product can be found.

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