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**Contact:**

BoatsToGo.com

866-299-7740

[sales@boatstogo.com](mailto:sales@boatstogo.com)

**BoatsToGo.com Introduces Revolutionary Shark Repellent Rash Guard for Beach and Water Sports.**

**North Miami, FL**, January 3, 2013 – BoatsToGo.com has just released the Shark Repellent Rash Guard, a new and unique type of protective beach clothing designed to provide significant UV protection, keep the wearer cool, and reduce the chances of being attacked by a shark. This revolutionary product is currently available for purchase at BoatsToGo.com.

“Our goal was to design a new and modern rash guard that would serve multiple purposes for the wearer,” said BoatsToGo.com president Eliot Germanovsky. “And we think our Shark Repellent line has done just that.

One of the most widely beneficial aspects of this article of clothing is its high-level UV blocking ability, offering protection of up to 50SPF.

“Whether you are enjoying a day at the beach or out on a boat, sun burns can begin to take hold in only 15 minutes,” said Germanovsky. “We wanted to come up with a way to protect people that would reduce the need to continually reapply sun block.”

Another important feature of the Shark Repellent Rash Guard is its ability to keep the wearer’s body temperature down on a hot day. This results from the design of the clothing itself, which actively evaporates moisture from its surface in order to reduce both skin and body temperatures.

The most unique feature of the Shark Repellent Rash Guard is exactly what it was named after. The visual design of the garment has been modeled after the color scheme and features of the highly venomous Lion Fish, which is not something sharks are interested in eating. This significantly reduces the risk of the wearer being the victim of a shark attack in instances where the shark mistakes them for one of its prey.

According to Germanovsky, “Studies have shown that certain patterns on a swimmer’s garment can make them less attractive to sharks, thereby reducing the risk of being attacked. So we figured, why not take that a step further by creating a garment that provides multiple benefits while also looking fashionable.”

More information about the Shark Repellent Rash Guard and many other water sports products is available at <http://www.boatstogo.com/shark-repellent-rashguard.asp>.

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