

Startup Shark Launches Shark-A-Way: The Revolutionary Suntan Lotion That Repels Sharks



Sydney, New South Wales Feb 16, 2025 ([Issuewire.com](https://www.issuewire.com)) - Startup Shark, an innovative leader in marine safety solutions, is thrilled to announce the launch of Shark-A-Way, a groundbreaking suntan lotion that not only provides superior UV protection but also naturally deters sharks. This dual-action formula is set to revolutionize beachgoers' and water enthusiasts' experiences by offering both sun protection and peace of mind in the ocean.

Shark-A-Way works by utilizing synthetic analogues of melanin, the primary component of octopus ink. Research has shown that these compounds can overwhelm sharks' highly developed sense of smell, effectively preventing attacks and reducing shark-human conflicts. The result is a lotion that is incredibly unpleasant to sharks, naturally keeping them at bay for up to one hour after application.

“We are excited to bring a new level of protection to ocean lovers everywhere,” said Marina Björk, spokesperson for Startup Shark. “Shark-A-Way is the first of its kind, offering both UV protection and a safe, non-harmful way to deter sharks. Our goal is to enhance safety without disrupting the natural marine ecosystem.”

With the increasing popularity of water sports and beach tourism, safety has become a top priority for adventurers worldwide. Shark-A-Way provides an easy-to-use, eco-friendly, and effective solution that allows swimmers, surfers, and divers to enjoy their time in the ocean with greater confidence.

Shark-A-Way is now available for purchase online and through select retail partners. For media inquiries, interviews, or more information, please contact:

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https://www.youtube.com/watch?v=vZo_FoKWC7A

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