

Introducing BarkUV: The Ultimate Sun Protection for Your Canine Companion

Miami, June 1, 2024– As the summer sun emerges, so does the need to protect our furry friends from harmful UV rays. Recognizing this essential need, BloqUV is proud to announce the launch of BarkUV, a revolutionary line of sun protective shirts for dogs.

BarkUV shirts provide UPF 50+ protection, shielding your beloved pets from the sun's harmful rays. Dogs, like humans, are susceptible to sunburn and skin cancer, particularly those with light-colored or short fur. With BarkUV, pet owners can ensure their furry companions enjoy outdoor adventures without the risk of sun damage.

What sets BarkUV apart is its innovative fabric technology. Unlike typical sun protective clothing, BarkUV's UPF protection does not wash away with launderings. This ensures long-lasting sun protection for your furry friends, wash after wash. "Dog owners often overlook the importance of sun protection for their pets," says Corina Biton, President of BloqUV. We created BarkUV to fill this gap in the market and provide a reliable solution for pet owners who want to prioritize their dogs' health and well-being."

BarkUV shirts are not only functional but also fashionable. Available in Pink and Blue and a range of sizes from XS – XXL.

Key features of BarkUV shirts include:

- UPF 50+ protection against harmful UV rays
- Durable fabric technology that retains UPF protection through launderings
- Lightweight and breathable material for maximum comfort
- Antimicrobial
- Moisture Wicking Quick dry

Whether your dog loves beach outings, hikes in the mountains, or simply lounging in the backyard, BarkUV provides the ultimate sun protection for every adventure. Join us in protecting our furry friends from the dangers of sun exposure. BarkUV will be available November 2024.

About BloqUV:

Since 2009 BloqUV has been a trusted leader in sun protective activewear. Our soft lightweight fabrics block 98% of the sun's harmful rays and provide moisture wicking and quick drying benefits. The UV protection is inherent to the fabric and unaffected by launderings. Our fabrics are tested by an independent UV laboratory both wet and dry, by color and by batch, to ensure a minimum UPF (ultraviolet protection factor) of 50+. Our customers enjoy the outdoors with the peace of mind they will be protected from sun burns and sun damage. BloqUV is a multisport brand and used for tennis, golf, swimming, paddle boarding, pickleball, running, boating, horseback riding, hiking and more. Available in over 1000 locations nationwide and at BloqUV.com.