

TRAVEL AND HOSPITALITY

Four Seasons Maui launches partnership with Project Reef

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Maui residents and hotel guests are encouraged to adopt more sustainable skincare. Image credit: Four Seasons Maui at Wailea

By LUXURY DAILY NEWS SERVICE

Hospitality group Four Seasons Hotels and Resorts' Maui at Wailea property has announced a collaboration with Maui-based sustainable sun care brand Project Reef.

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Aptly launching on World Oceans Day, observed on June 8, the partnership intends to encourage severing ties with chemical sunscreen to protect and preserve coastal terrain, coral reefs and other marine species that surround Hawaii. The hotel will include Project Reef Mineral SPF 30 and SPF 50 options, sustainable all-natural sunscreens that are vegan, cruelty-free, broad-spectrum and non-nano, in its pools and beach.

"We encourage our guests to experience the natural wonder that our incredible island offers," said Wendy Tuivaioe, director of cultural programs at **Four Seasons Maui at Wailea**, in a statement. "Making connections with the ocean, whether it be through our outrigger canoe program, a snorkel or one of the many other ways to enjoy our waters, create a bond to this place and encourage stewardship.

"Now, we are proud to offer a truly reef-safe product that protects our guests as well as our ocean."

Saving the reefs

To kick off the collaboration, Project Reef will host an on-site "Sunscreen Swap" at the resort on June 8.

Maui residents and guests on the island are invited to visit the Beachfront Landing at Four Seasons Resort Maui at Wailea to exchange their chemical sunscreens for a complimentary Project Reef Mineral SPF 30.



Project Reef launched in March 2022. Image credit: Project Reef

"We are thrilled to take part in the launch of the mineral sunscreen guest offerings at Four Seasons Resort Maui," said Matt Roomet, founder of Project Reef, in a statement. "Since we introduced Project Reef in March 2022, we have been full steam ahead working to ban chemical sunscreens in the U.S.

"This collaboration comes at a perfect time, as it allows us to spread our mission to more consumers and educate on the importance of breaking up with chemical sunscreen and switching to mineral now."

In addition to broadening its skincare portfolio, the resort aims to educate guests on the importance of moving away from the use of harmful chemical sunscreen and switching to mineral sunscreen, for their health and the ocean's, through messaging touchpoints across the property.

In November 2021, the Maui County Council [passed a historic bill](#) prohibiting the sale, distribution and use of non-mineral sunscreens in Maui County. The law will go into effect in October 2022.

Last fall, Four Seasons Maui at Wailea teamed up with renowned fashion photographer Pamela Hanson to release a new lifestyle resort campaign. Inspired by the photographer's destination shoots and experience shooting for *Vogue*, *Elle*, *Glamour*, *Harper's Bazaar*, *Vanity Fair* and *GQ*, the resort hand-selected Ms. Hanson to shoot on location at the 15-acre property earlier this year ([see story](#)).

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