



Pocket Disc
Photo: PhotoLines L.S.

Industry News

**Go
Girlzzz
.com**

An action sports networking site that recently launched- just for women!

GoGirlzzz.com is an online community for girls to network with one another, display their talents, and exchange information. They started with an emphasis on action sports and bands, but with the response they received from girls from all different walks of life- they decided to include a networking platform where every girl is welcome.

GoGirlzzz.com is creating an environment where girls can inspire each other... so go check 'em out and be sure to contribute YOUR story to the mix!
www.gogirlzzz.com

Lakeshore Paddleboard Company designs and manufactures stand-up paddleboards specifically for flat-water recreation- so that you can enjoy the water, regardless of where you live. With a focus on stability, comfort, and style, their main goal is to offer a premium brand which represents a "lifestyle"; a lifestyle consisting of health, adventure, fun, and freedom.
www.flatwaterpaddleboards.com

Repel Sharks - a revolutionary product that every surfer should invest in! Worn as an anklet or bracelet, cutting edge research shows that these anklets create a permanent magnetic field near your feet, that is repellent to sharks. Great for low visibility water and in areas known for shark encounters. Features non-corroding ceramic ferrite magnets and clasps. Fit is adjustable using chain links.
www.RepelSharks.com

Mila: Recently rediscovered, this ancient "super food" of the Aztecs is enjoyed by surf greats such as Sunny Garcia and Karina Petroni. Mila is the highest, safest delivery source of Omega 3's on the planet and contains protein, vitamins, minerals, amino acids, antioxidants, fiber and phytonutrients, making it a complete whole raw food! It mixes well with most foods (almost tasteless), making it perfect for that long surf trip when you know nutrition will be on the back burner, yet your body will be craving fuel for long surf sessions. Above surfers have reported an increase and improvement in their daily performance... so the rest of us may want to take note!
*source: gordon.lifemax.net

FLOJOS signs 3 new female team riders! Thanks for supporting the ladies, Flojos! Meet team riders Heather Faustin (pg 154) & Jenny Quam (pg 152), and learn what keeps these gals in the water! In other Flojos news, they recently launched Flojos swimwear in the USA! Due to flourishing sales overseas, Flojos decided to introduce the USA to their sexy, beautiful swimwear, designed and produced in Columbia-Medellin- and it's a huge success so far. Made of high quality Lycra Dupont, each style comes in 3 color assortments. Check out some of their new line in our spr/smr 2010 fashion section (pg 106-132).

Surf Grip - a water sports and fitness device that beach goers can use to increase their

buoyancy and get a better ride. Consisting of a pair of foam paddles with handles, they're easy to transport, making an ideal product to bring on beach trips. Surf-Grip offers an affordable alternative to bodyboards or surfboards and is a fun new way to ride waves. Learn more about the Surf-Grip, and their upcoming competitions, by visiting www.surf-grip.com

Maui Jim is enjoying a new look & customer! VP of Media Relations, Cathi Volante, is on a mission to redefine the look of Maui Jim, targeting a younger demographic with their stylish new frames that will make you yearn for "just one more pair!" Check out the new line on page 88.

ShakaLaka - The lip balm company that is bringing Funky flavors and island life right onto your sun kissed lips and skin. With powerful new sunscreens in both liquid & stick formats, and the hiring of their new rep that will be servicing international accounts, you can bet ShakaLaka will be showing up in a store near you very soon! www.shakalaka.com

WSSM now available at Hollister! Due to increased demand nationally, WSSM is stoked to have added all 508 Hollister stores to its list of prestigious distributors. So if you can't find WSSM at your big bookstores (they sell out fast there) be sure to check your local Hollister store, and ask the "magazine" manager to order more- next issue!

Dunkelvolk; a successful Peruvian surf brand that is making waves in the USA. Already thriving in Austria, Australia, Peru and Brazil, the USA is happy to welcome this new, core brand, with open arms. It's good to see someone take on the big guys... and make an impression! Check out some of their gear in our spr/smr 2010 fashion section (pg 106-132). www.dunkelvolk.com

FlowLuckyFree is about the lifestyle; a brand you want and love to support because of the drive, determination and love being poured into this brand by its owners. Their goal is to remind us all to embrace LIFE with passion, breathe, and simply let yourself FlowLuckyFree. You can see some of their styles in our spr/smr 2010 fashion section (pg 106-132), or online at www.flowluckyfree.com

AIRWALK Launches New Ad Campaign for 2010, "Find Your Own Way"! This Colorado-based global youth lifestyle brand AIRWALK, is challenging its consumers to go beyond the limits and push their own personal boundaries in 2010 with its new advertising campaign dubbed "Find Your Own Way." The campaign communicates a camaraderie and intensity that embodies the spirit of the Airwalk brand, and showcases this through images of athletes and musicians who have forged their own paths to success. For surf, the campaign

images will feature pro surfers, Anastasia Ashley and Warren Metcalfe. Look for their full page ads in mainstream media beginning in March, '10. www.airwalk.com

FREE Ukelele Concerts Courtesy of Scott Hawaii! Enjoy shaved ice and live Ukelele music from 12noon-3pm at the following surf shops: Hansen's Surf - Encinitas (4/3), Beach House - Santa Barbara (4/10), Sun Diego - Carlsbad (4/17) www.scotthawaii.com

Pocket Disc (pictured at left) is a brand new, fantastic toy for the beach! Floppy, comfortable, and so bright you'll never lose it; WSSM loves this beach toy because it allows people of all ages to play Frisbee, without hurting themselves on the traditionally harder surfaces of your average Frisbee. Available in a MULTITUDE of colors: www.pocketdisc.com

Body Glove's new line of swimwear is looking better than ever! With exciting prints that you won't find elsewhere, they're now offering even more selection for both the beach and surf enthusiast, when it comes to cut and style. See our favorite suit on page 120. www.bodyglove.com/girl

Flip Flop Shop signs Erica Hosseini as their newest team rider! Both gorgeous and athletic, this surfer girl tells us what it's like riding for the Flip Flop Shops, and also what her favorite style of slipper is! Read about her on page 73. www.flipflopshops.com

Charming Shark Surf Jewelry lands a huge distribution agreement with the military commissaries & annex's nationwide- meaning loved ones can now get their beach jewelry fix at their local base- regardless of where they're stationed. www.charmingshark.com

Wooloot offers surfers the opportunity to never be late for work again! This durable, soft rubber sports watch allows you to enjoy your favorite water sport without losing track of time. In addition, Wooloot also contains Tourmaline; a semi precious mineral stone that is a natural resource of negative ions. Tourmaline is known for its ability to aid in the detoxification process of the human body, helping increase circulation and concentration, while improving sleep and overall relaxation. www.wooloot.com

SandHole, the Beach Game; where convenience meets fun head-on... and wins! With the many items we already have to take to the beach, adding another game can really slow you down- unless it's SandHole, The Beach Game! Weighing only one pound, the entire game can be folded, rolled and stored inside your beach bag, and provides hours of fun for everyone in the family. So don't leave home without it; it's a new, fun way to enjoy your beach day! www.sandholegame.com

GOT NEWS? Want to see your company featured in our Industry News? Logon to www.WomensSurfStyle.com, and click on CONTACT. Send us your press releases, new product launches, team rider profiles... Whatever it is, we'd love to hear from you!