

Innovative new UV activated bracelet informs users about sun exposure



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Canopy Valley, LLC, is proud to announce the release of the LUXES, a revolutionary bracelet designed to alert the wearer they have been in the sun too long and have been exposed to excessive, and potentially damaging, ultraviolet rays.

This breakthrough tool in the fight against skin cancer couldn't have come at a better time. A colorful bracelet makes LUXES fashionable, but it's the UV-activated insert -- made of a patent-pending smart material that simulates human skin -- that makes it functional. When used properly, the bracelet changes color to signal the wearer either apply sunscreen or get out of the sun.

Inventor Gary Wong designed LUXES' logo to pay homage to friends and family members who give him the motivation to continue the fight against skin cancer. When looking at the U and the top part of the X in the name Luxes, it spells out UV, which is what everyone needs to be aware of. Lux (symbol: lx) stands for the SI unit of both illuminance and luminous emittance, which measure luminous flux per unit area. Great care was put into the name and the design of this new product.

In addition to the bracelet, Canopy Valley's website (<http://canopyvalley.com>) features engaging content, sun safety tips, and personal stories from people touched by skin cancer.

Canopy Valley was started in 2012 and is located in Milipitas, CA. They would be happy to share more information about LUXES and the fight against skin cancer to anyone interested.

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