
Raw Elements USA and Hawaiian Airlines join forces

By **Rachel Debling** on | Partnerships, Collaborations & Acquisitions



Raw Elements USA CEO Brian Guadagno with Hawaiian Airlines staff and samples of his company's sunscreen

Certified-natural sun care company [Raw Elements USA](#) has welcomed [Hawaiian Airlines](#) as its official airline partner. To celebrate this agreement, the airline will be offering samples of Raw Elements' "Eco Formula" sunscreen free of charge to all guests on inbound North American flights throughout April. Passengers will also have the option of buying full-size bottles in flight at a special discount until June.

The collaboration is in support of the Hawaiian's ongoing sustainability initiatives and emphasizes a company-wide commitment to preserve Hawai'i's natural resources. A new educational in-flight video, Reefs at Risk, has also been launched to educate guests on the impact of sunscreens on Hawai'i's coral reefs.

Avi Mannis, senior vice president of marketing at Hawaiian Airlines, said in an April 2 press release: "Hawai'i is a very special place, and we believe it is our *kuleana*, or responsibility, to care for our home.

"Through our partnership with Raw Elements, we encourage guests to join us in reducing the human impact on these delicate coral ecosystems."

Brian Guadagno, founder and CEO of Raw Elements, also commented on the deal. "Partnering with Hawaiian Airlines to raise awareness of the critical state of Hawai'i's coral reefs is something we are

incredibly proud of," he said. "Together, we are able to positively impact thousands of Hawai'i-bound guests per day on safer sunscreen practices and preserving the reefs."

In addition, Raw Elements USA is hosting a social media sweepstakes this month: United States residents can enter for a chance to win two round-trip tickets (140,000 HawaiianMiles) to Hawai'i courtesy of Hawaiian Airlines, a five-night stay at The Surfjack Hotel and Swim Club (an Aqua-Aston Hospitality Hotel), the choice of three complimentary island activities, and a year's supply of Raw Elements reef-safe sunscreen.

Learn more about the partnership by visiting HawaiianAirlines.com/ReefPreservation. For contest rules and to enter the sweepstakes, visit RawElementsUSA.com/Pages/Protect-the-Reef-Sweepstakes.