

My website will be about my brand I am creating in my package design class. MadSun is a beach brand marketed towards people of beach towns, or beach goers. My main idea behind MadSun is that all of the packaging is compostable, and environmentally friendly. The sunscreen packaging is reef safe, lightweight and easy to apply. I'm also creating zinc spreads, with corresponding color packaging.

All of the profits from the purchases are going to the Global Fund for Coral Reef charity. They are an awesome company that provides resources and jobs for the lack of reef conservation jobs. They also spend time cleaning up beaches and waterways all around the world. I want the vibe of the website to reflect the beachy, relaxed vibe of MadSun.