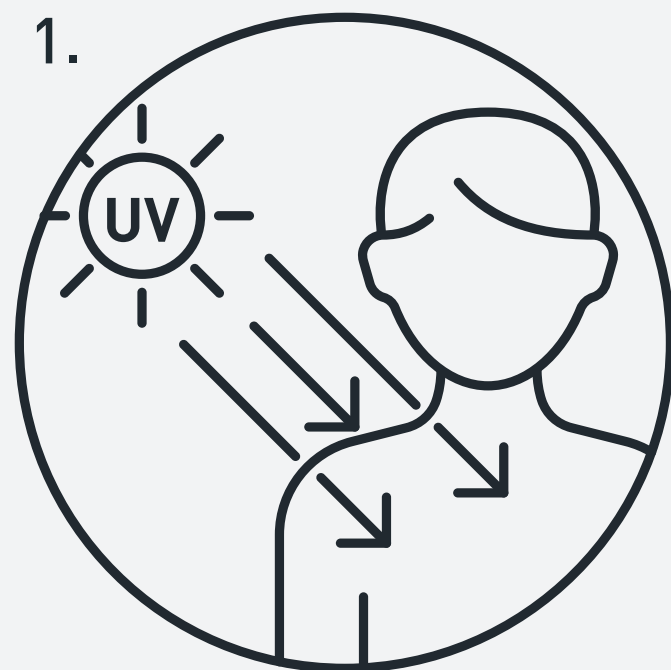
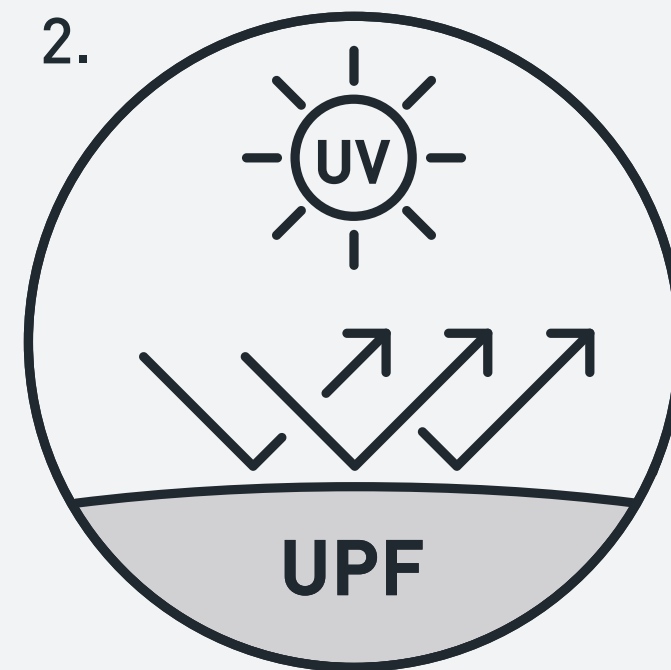


WHAT IS HELLY HANSEN ULTRAVIOLET PROTECTION FACTOR (UPF)?

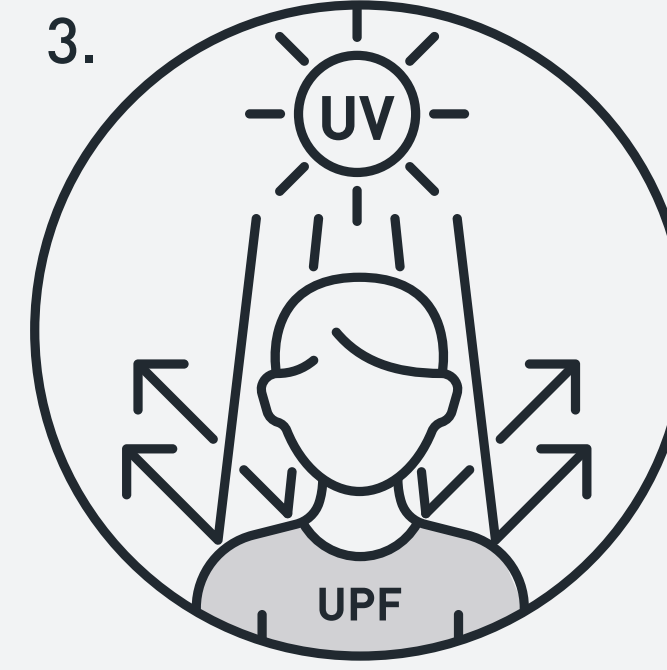
You will already be familiar with SPF when talking about sunscreen. UPF is the equivalent, but for clothing. It stands for **Ultraviolet Protection Factor** and aims to reduce your skin's exposure to UV radiation. UPF clothing is made with an extremely dense fabric with a tight weave or knit and a high thread count.



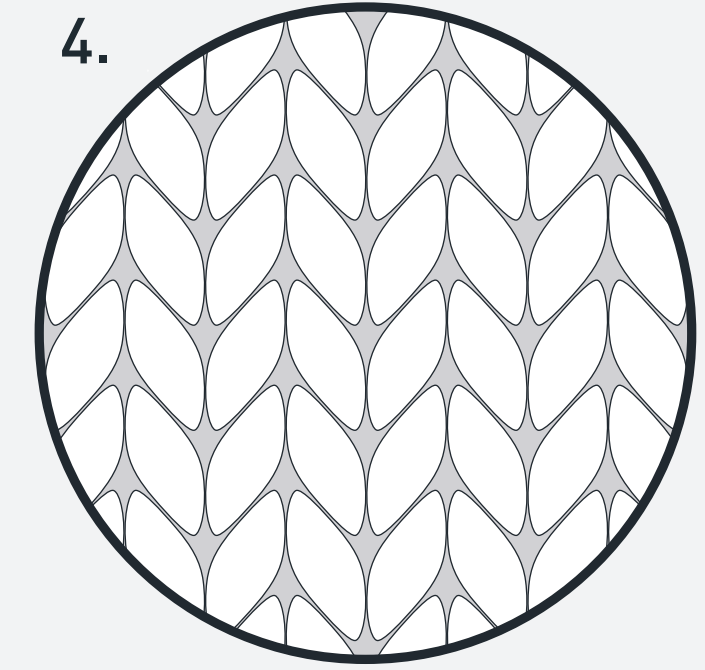
Just like the SPF rating of a sunscreen, UPF relates to the UV protection that a garment provides



UPF helps to protect against both kinds of UV radiation (UVA and UVB)



UPF Clothing can block up to 98% of UV rays*



Helly Hansen UPF fabrics feature a dense construction to ensure optimum UPF protection without added chemicals