

LOCALLY OWNED. LOCALLY COMMITTED SINCE 1955

PLUS:

HIGH SEAS
ENTREPRENEUR
P.94

CUSTOMER
SERVICE: DEAD
OR ALIVE?
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SUNSCREEN
LAW SPURS
STARTUPS
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TOP

RANKING
HAWAII'S
TOP 250
BUSINESSES

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THE BUSINESS OF Saving THE Reef

Once Senate Bill 2571 was in the news, guides to reef-safe sunscreen bloomed across the national media, appearing online in mainstream publications such as Travel + Leisure, Vogue and Condé Nast Traveler.

“Absolutely, there is more interest now. People come to me, asking, ‘Do you have the reef-safe?’ Two people came at me to rep already,” says Charles “Gary” Gray, owner of Nalu Koa, a natural bath and body business based in Upcountry, Maui.

“We formulated our own sunscreen about two years ago. I’m not chasing a lot of accounts and yet our email is packed and the phone is ringing,” Gray says. A longtime waterman, he says, “I’m very proud of our formula. I’m trying to encourage the protection of our ecosystem. I have watched the degradation of it over the past 20 years.”

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— CHARLES “GARY” GRAY,
OWNER OF NALU KOA




NALU KOA®

