

PRESS RELEASE

SBR Sports Inc.
Company BIO

SBR Sports Incorporated was established in 2003 by Karen Allard as the parent company of the TRISWIM line of Hair & Body products. The company acronym stands for Swim, Bike, Run, the endurance sports in a triathlon, from which Karen conceived the idea for her brand. A former stay-at-home Mom with a previous career in commercial real estate, Karen discovered a passion for triathlon in 2001 and has since become a leading age group triathlete and USAT Certified Coach. Her involvement in the sport drew her attention to the hazards of prolonged exposure to the chlorine and other chemicals used to maintain swimming pools that lead to hair and skin damage. Of the countless beauty products in the market, Karen found only a couple that addressed these problems. Unfortunately they proved to be not only cost prohibitive but disappointingly ineffective in dealing with her concerns. Karen realized then that she would have to produce her own solution. Consulting with some of the world's most renowned labs and award-winning chemists, Karen spent a year in development, carefully selecting the precise blend of healthy ingredients that would ultimately produce effective results. She then subjected each prototype to trials under the rigorous conditions of her athletic training. Consequently she arrived at the ideal products: salon quality grade shampoo, conditioner, body wash and lotion enhanced to safely remove chlorine, chemical pollutants and build up from hair and skin while locking in nourishing moisture.

SBR Sports Inc. launched the TRISWIM collection for women and men in 2004 out of an initial four stores. The resounding success of the products prompted Karen to continue expanding the line with a particular focus on personal care products for active women and men. Two ancillary items were recently added to the brand – the TRISLIDE anti chafing continuous spray skin lubricant and the FOGGLE anti-fog/cleaning wipes. Today, the TRISWIM brand is at the forefront of this rapidly growing market and is available in over 300 specialty stores nationwide as well as 100 plus stores in Canada, UK, Ireland, France, Spain, Germany, Italy, Sweden, Poland, Norway, New Zealand and South Africa.