

## Brand Aid

Published on Welcome to Matter(s) (<http://www.welcometomatters.com>)

---

## Brand Aid



Zwitsal, Holland's leading skin care brand for children, is raising awareness of the importance of UV protection with the introduction of a special fire brigade that fights sunburn: the 'Zwitsal Zonnebrandweer'. Its task is to respond to sunny conditions and a high UV index, by driving to 'hazardous areas' and informing parents and kids about the importance of protecting their skin.

### Why it matters

Brands have long affiliated themselves with worthy causes, however it now appears they are taking more of an active role. Will brands begin to adopt 'activists' to promote the good causes that they support as part of their service to their customers?

- [Experience](#)
- [Netherlands](#)
- [Social Cause](#)

**Source URL:** <http://www.welcometomatters.com/article/brand-aid>

### Links:

[1] <http://www.welcometomatters.com/team/karlijn-van-den-berg>