



## What did you do this Spring Break? Banana Boat Founder Robert Bell made Millions

*In the new book, From Lifeguard to Sun King, Robert Bell tells his story on how he found success in the sun care industry on one sunny beach day.*

El Monte, CA (PRWEB) February 27, 2008 -- What are you doing this spring break? Will you be surfing in sunny Florida, skiing in beautiful Vermont or partying in wild Cancún? Robert Bell, entrepreneur and founder of Banana Boat, recalls in his brand new book how he made millions from an idea that occurred to him on one of those hot and sunny spring days.

"When other kids sold lemonade, I sold tanning products." Robert Bell revealed in his latest book. When working at Fontainebleau, a famous Miami Beach resort, as a lifeguard, he often heard complaints about the greasy suntan lotion. Robert wanted to make his customers happy, and it was then he got a million dollar idea. Robert started to experiment mixing coconut, fruit, baby oil and iodine in his garage to invent a non-greasy formula suntan lotion.

While other students spent their spring break partying in the warm Florida sun, Robert Bell, then a student at Florida International University, founded Banana Boat. As his company gained recognition and grew, Robert didn't stop innovating and started looking into the future. "Back in 1985, most sun care product focused on sun tanning, and every company put their suntan lotion in a bottle. But I wanted to be different," he said. Robert Bell started to develop high SPF sun block and introduced it in the "tube" packaging we commonly see today.

In his book "From Lifeguard to Sun King: The Man Behind the Banana Boat Success Story" (WBusiness Books (<http://www.wbusinessbooks.com/authors/robertbell/>), April 2008) Robert Bell talks about another sun inspired idea he brought into the light. "As a kid, I enjoyed watching Cowboy and Indian shows on TV and I remembered several instances in these shows when wounded fighters would treat their gunshot wounds with Aloe plants." He started doing research and found that sap from the Aloe Vera plant could alleviate pain and inflammation on the skin. From this idea Banana Boat introduced Aloe Vera gel and it instantly became the best selling sun care product.

Robert Bell is a true sun born American entrepreneur, he turned the source of spare change one spring day into an international business and the second biggest brand in sun care. In 1993 Robert sold his business to Playtex for 8 figures amount. He was honored by President George H. W. Bush and President Clinton, and was named Entrepreneur of the Year by Inc. Magazine. In 1997, he acquired a dormant sun care brand, Sea & Ski and turned the company around and re-sold Sea & Ski for another 8 figures in 2000.

Now residing in South Beach, Miami and Los Angeles, Robert Bell finds himself looking at all the young ambitious beach goers as he recalls the rush and success he had when starting his business. "It's exciting to be on spring break." He nodded, "I hope some of them will get ideas from their spring break and pursue their American dream one day."

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