

SBR SPORTS

THE COMPLETE SWIM & SPORT CARE COLLECTION

Six focused brands spanning after-swim cleansing, junior care, performance preparation, friction protection and eyewear care. Explore the full portfolio, then the individual brand stories and trade opportunities inside.

UK & EUROPEAN PHARMACY & SPORTS TRADE LOOKBOOK / DISTRIBUTED BY LANSON GROUP

TRISWIM

AFTER-SWIM HAIR & SKIN



TRISWIM JUNIOR

CHILDREN'S SWIM CARE



SURPASS

SPORTS CARE & RECOVERY



TRISLIDE

WETSUIT & ANTI-CHAFE SPRAY



SKIN SLICK

FRICTION PROTECTION



FOGGIES

ANTI-FOG EYEWEAR WIPES





UK & EUROPEAN PHARMACY & SPORTS TRADE

LOOKBOOK

THE TRISWIM RANGE

Targeted chlorine & mineral neutralising
care for hair and skin.

For swimmers, triathletes and active families.
Trade distribution across the UK and Europe through Lanson
Group.

Protection against dryness

Vitamin A

Pro-Vitamin B5

Chamomile

Watercress

Glycerin

Aloe vera

Vegan

Gluten free

Cruelty free

Paraben free



Protection against dryness

Vitamin E Vitamin A Vitamin B5

Chamomile
extracts

Organic aloe
vera

Watercress
extract

Vegan

Gluten free

Cruelty free

Paraben free



THE BRAND



THE CHEMISTRY OF POOL RECOVERY.

Chlorine and chloramines can cling to hair keratin and skin lipids, leaving a lingering pool odour and a dry-feeling finish. TRISWIM combines a five-agent chelating and sequestering approach to help lift chlorine, bromine, copper and hard-water salts during cleansing. Organic Aloe Vera and ProVitamin B5 help replenish moisture after the swim.

01 / #1 ENDORSED WORLDWIDE

Ranked #1 by US Masters Swimming, Masters Swimming Canada and Aqua Exercise Association.

02 / WHOLE FAMILY & KIDS

Everyday care for active families; colour-treated hair and sensitive scalps. Check suitability for eczema-prone skin.

03 / CLEAN FORMULATION

Paraben-free, gluten-free and cruelty-free, with organic botanicals.

* Brand and endorsement claims should be checked against current supplier substantiation.

THREE RANGES. COMPLETE RECOVERY.



HAIR RECOVERY

Chlorine Removal Shampoo 251 ml. Helps wash chlorine and mineral buildup from hair.

Restorative Conditioner 251 ml. Helps soften, detangle and nourish post-swim hair.



DERMA CARE

Chlorine Removal Body Wash 251 ml. Cleanses away pool residue and odour.

Post-Swim Recovery Lotion 251 ml. Moisturises skin after chlorine exposure.



SPECIALTY & KIDS

Kids SWIM SUDS 2-in-1. A gentle hair and body wash for young swimmers.

On-The-Go Shot Travel Kit. Four-step recovery in a portable set.

ONE RANGE. A WHOLE ROUTINE.

1 PURIFY HAIR

Shampoo: wash away pool residue after swimming.

2 CLEANSE BODY

Body Wash: refresh skin and remove pool odour.

3 RESTORE CUTICLE

Conditioner: soften and detangle hair.

4 SEAL & PROTECT

Lotion: rehydrate skin after showering.

For your shelf: Built as a four-step regimen, the range creates a natural opportunity to move from one item to a 3-4 product basket, with replenishment as swimmers return.



Four-step after-swim care, at home or on the go.

EXPLORE THE FULL RANGE

TRISWIM • TRISWIM JUNIOR • SURPASS • TRISLIDE • SKIN SLICK • FOGGIES

STOCK THE RANGE

Trade prices and codes available from Lanson Group UK & Europe.

LANSON GROUP

0131 677 4991 • sales@lansongroup.co.uk

lansongroup.co.uk

UK & EUROPEAN PHARMACY & SPORTS TRADE

TRISWIM JUNIOR

*The small routine that follows
every swim lesson.*

A child-focused after-swim line pairing 2-in-1 hair and body cleansing with a detangling spray. The official range includes two fruity wash varieties and a conditioner spray for post-pool hair.



THE BRAND / WHY IT MATTERS

TRISWIM JUNIOR. BUILT FOR THE MOMENT.

Chlorinated and salt water can leave young swimmers with tangled hair and a dry-feeling finish. A dedicated wash and detangling step make the transition from pool to home easier.



AGE-APPROPRIATE WASH

The official wash listing describes it for children aged 1 year and above.

HAIR & BODY IN ONE

A single 2-in-1 step for swimming lessons and family trips.

EASIER BRUSHING

The detangling spray is described for children aged 3+ with tangle-prone hair.

PRODUCT RANGE / AT A GLANCE

TRISWIM JUNIOR. THE LINE-UP.



2-in-1 Hair & Body Wash

Sweet Persimmon • 200 ml

A gentle post-swim hair and body cleanse.



2-in-1 Hair & Body Wash

Sweet Watermelon

A second fruity option for the same routine.



Detangling Conditioner Spray

Sweet Persimmon • 200 ml

Helps smooth and detangle hair after the swim.

THE ROUTINE / FOR YOUR SHELF

TRISWIM JUNIOR. FROM USE TO REPEAT.

01 AFTER THE POOL

Rinse hair and skin after swimming.

02 CLEANSE

Use the 2-in-1 wash on hair and body.

03 DETANGLE

Apply the spray to hair as directed on pack.

04 READY FOR NEXT TIME

Keep both products together in the swim bag.



For your shelf: Merchandise the wash beside detangler: a straightforward two-item family routine with recurring swim-lesson demand.

STOCK THE RANGE

Trade prices and product codes available from Lanson Group.

LANSON GROUP

0131 677 4991 · sales@lansongroup.co.uk

lansongroup.co.uk

UK & EUROPEAN PHARMACY & SPORTS TRADE

SURPASS

*Care that goes the distance
with active bodies.*

A wider sports-care collection spanning anti-chafe protection, post-sport cleansing and recovery-focused products. Stock by moment: prepare, perform, wash and recover.



THE BRAND / WHY IT MATTERS

SURPASS. BUILT FOR THE MOMENT.

Friction during training and the demands of exercise create different needs from those of an ordinary shower. SURPASS brings preparation and after-sport care together across several formats.



PREPARE

Anti-chafe cream and chamois cream target friction-prone areas.

CLEANSE

Dedicated after-sport wash formats for men and women.

RECOVER

Magnesium gel, warm-up and recovery balm, and natural bath salts extend the routine.

PRODUCT RANGE / AT A GLANCE

SURPASS. THE LINE-UP.

**Natural Anti-Chafe Cream**

All sports

**Chamois Cream**

170 ml

**After-Sport Body Wash**

Women · 250 ml

**After-Sport Hair & Body Wash**

Men · 250 ml

**Magnesium Recovery Gel**

Recovery care

**Warm-Up & Recovery Balm**

Active care

**Natural Bath Salts**

Recovery care

THE ROUTINE / FOR YOUR SHELF

SURPASS. FROM USE TO REPEAT.

01 ***PREPARE***

Choose anti-chafe cream or balm before activity.

02 ***TRAIN***

Keep friction care close for the session.

03 ***CLEANSE***

Use the after-sport hair or body wash.

04 ***RECOVER***

Finish with gel, balm or bath salts as preferred.

For your shelf: Build a prepare-to-recover fixture: pair anti-chafe protection with after-sport wash, then introduce a recovery format as a third purchase.



STOCK THE RANGE

Trade prices and product codes available from Lanson Group.

LANSON GROUP

0131 677 4991 · sales@lansongroup.co.uk

lansongroup.co.uk

TRISLIDE

A smoother start, from wetsuit to finish line.

THE STORY

TRISLIDE is a multipurpose wetsuit lube and anti-chafe spray aimed at triathletes and other active users. Its official product description highlights skin protection during swimming, cycling and running, and easier wetsuit or swim-skin entry.

THE PRODUCT

Wetsuit Lube Spray / 136 ml

Multipurpose anti-chafe spray for triathlon and sport.

WHY IT BELONGS ON YOUR SHELF

Position near goggles, swim accessories and triathlon essentials. Its single-product proposition is easy for staff to explain and for customers to add to a race-day basket.

STOCK THE RANGE

Trade prices and product codes available from Lanson Group.



AT A GLANCE

WETSUIT ENTRY — Designed to make wetsuits and swim skins easier to put on.

MULTISPORT USE — The official listing names swimming, cycling and running.

ONE FORMAT — A spray format to fit into pre-race preparation.

LANSON GROUP

0131 677 4991 · sales@lansongroup.co.uk

lansongroup.co.uk · 14 / 16

SKIN SLICK

Friction protection in a pocket-ready spray.

THE STORY

SKIN SLICK is a multifunctional anti-chafing skin spray. Its official listing describes a clear silicone formula with sweat- and water-resistant wear, in a convenient portable format.

THE PRODUCT

Multifunctional Anti-Chafing Skin Spray / Pocket format

Clear silicone spray for friction-prone skin.

WHY IT BELONGS ON YOUR SHELF

Place beside blister prevention, sports protection or travel-size essentials. Offer it as a practical add-on to activewear and event-day shopping.



AT A GLANCE

POCKET FORMAT — A compact spray suited to bags and travel.

FLEXIBLE USE — The official listing names chafing, blisters and calluses.

ACTIVE CONDITIONS — Described as sweat- and water-resistant.

STOCK THE RANGE

Trade prices and product codes available from Lanson Group.

LANSON GROUP

0131 677 4991 · sales@lansongroup.co.uk

lansongroup.co.uk · 15 / 16

FOGGIES

Small wipe. Clearer view.

THE STORY

FOGGIES are anti-fog cleaning wipes for swim goggles and diving masks, sold in a six-pack. The official listing also names other eyewear uses, including cycling eyewear and safety goggles.

THE PRODUCT

Anti-Fog Cleaning Wipes / 6-pack

Compact goggles and mask lens-care format.

WHY IT BELONGS ON YOUR SHELF

Position beside goggles and masks at the point of purchase. The six-pack is a natural low-commitment accessory add-on and repeat-use format.



AT A GLANCE

ANTI-FOG CARE — Designed to help reduce fogging on goggle and mask lenses.

CLEANS AS IT GOES — The official description mentions cleaning pool-water deposits.

MULTIPLE LENSES — Listed for swim and dive masks, plus other types of eyewear.

STOCK THE RANGE

Trade prices and product codes available from Lanson Group.

LANSON GROUP

0131 677 4991 · sales@lansongroup.co.uk

lansongroup.co.uk · 16 / 16