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### "Blurred Lines" Sun Care Cover Story Feature Article, March 2014

Featuring new products from Sun & Skin Care Research LLC's Ocean Potion and BullFrog brands.

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# BLURRED LINES

CATEGORY LEADERS ARE FORMULATING LOTIONS AND SPRAYS THAT FEATURE ANTI-AGING INGREDIENTS WITH IMPROVED FEEL AND PERFORMANCE, MAKING TODAY'S SUN CARE PRODUCTS EASIER TO INCORPORATE INTO BOTH THE DAILY ROUTINE AND A DAY AT THE BEACH.

Christine Esposito • Associate Editor



A new launch from venerable Coppertone.

## SUN CARE

and in product messaging. As the alphabet craze has consumers thinking about one-stop protection and protection via BB and CC creams, sun care companies are tempting skin care users with a new batch of sun care products suited for use 365 days a year.

According to Agin, Coppertone is rolling out sun protection options "consumers are asking for, including sunscreens that will fit into their everyday lives and still provide the protection they need."

One is Coppertone ClearlySheer, a new range of lotions and sprays that's been divided into two sublines: For Sunny Days and For Beach & Pool. These sunscreens target women, according to Merck, which has formulated both to feel fresh and clean on skin, without clogging pores or causing breakouts.

"These products were developed specifically for women who want sunscreen options customized for the many occasions when they are out in the sun. Both formulas leave skin soft and protected and absorb in a matter of seconds and offer new fresh, clean scents," said

Sun & Skin Care Research (SSCR) contends it is moving its well-known Ocean Potion brand into the skin care category with new Protect & Renew Face and Protect & Renew Body.

"We believe that sun care is skin care," asserted Valda Coryat, vice president, marketing at Sun & Skin Care Research, LLC, Cocoa, FL. "You can't have healthy glowing skin without sun care," she said.

SSCR bills the Ocean Potion Protect & Renew SKUs as anti-aging formulations. Protect & Renew Face (SPF 35), for example, is said to reduce the appearance of fine lines and wrinkles via a patented collagen-boosting peptide Syn-Coll (Palmitoyl Tri-Peptide-5), which also protects collagen from further damage. The ultra-sheer, dry touch formula also includes vitamin E to protect against free radicals generated by UV light and UVA/UVB protection via avobenzone. Ocean Potion Protect & Renew Body (SPF 45) is said to improve the appearance of skin, even skin tone and brighten. It targets age spots with vitamin B3 (niacinamide PC), while pentavitin delivers instant deep hydration that lasts more than 72



hours after application, according to SSRC, which has priced both SKUs at \$8.99 a bottle. "The price point reaches more of the market," Coryat told Happi in a phone interview.

Another product that gets beyond simple sun protection is Amatte's soon-to-launch Ultra Veil, an ultra light broad spectrum SPF50+ sunscreen fluid for the face. Water resistant for up to 40 minutes and providing protection from both UVA and UVB rays, it features antioxidants and botanical extracts like ginkgo biloba nut extract, mesima mushroom, rootbloss, tormentil root, skullcap and wild thyme that protect and condition skin while offering antioxidant and anti-inflammatory properties that help promote positive collagen and elastin balance. Ultra Veil, which is

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Ocean Potion Protect & Renew Face Ingredient: Palmitoyl Tri-Peptide-5

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According to Dr. Patricia Agin, director of scientific affairs and R&D leader for Merck Consumer Care's therapeutic skin care franchise, "More and more, consumers, and women especially, are looking for multifunctional products that offer sun protection in addition to other benefits for their beauty regimens. Today, the sun

care industry stands behind the assertion that sunscreen is necessary to preserve skin health and fight the signs of skin aging."

Dr. Agin cited a study in the *Annals of Internal Medicine* last year that showed daily sunscreen use slows skin aging. In the study, patients (35 and younger) were asked to apply sun protection factor 15+ sunscreen to their head, neck, arms, and hands each morning and after bathing, after spending more than a few hours in the sun, or after sweating heavily. Another group was asked to use sunscreen at their discretion. Impressions were taken of the backs of participants' hands at the beginning of the study and 4.5 years later for microscopic changes of skin aging. According to the study, more participants assigned to daily sunscreen use reported applying sunscreen at least 3 to 4 days each week than did participants in the discretionary-use group, and those in the daily-use group were less likely to have increased skin aging after 4.5 years.

### Saving Face

A peek at sun care rollouts planned for this coming season suggests that the line between sun care and skin care is blurring—in the formula (more anti-aging ingredients)

### SUN CARE LEADERS

Here's a look at the leaders in the \$1.1 billion mass market sun lotion and oil category. Data, which comes from IRI, covers total US multi-outlet (supermarkets, drugstores, mass market retailers, military commissaries and select club and dollar retail chains) for the 52 weeks ending Dec. 29, 2013.

	Dollar Sales	% Chg. Yago	Unit Sales	% Chg. Yago
Playtex Products	\$286.10 million	(4.71)	38,629,780	(5.78)
Merck & Co.	\$277.29 million	(5.33)	32,320,070	(7.61)
Neutrogena Corp.	\$220.94 million	3.21	21,970,080	6.28
Private Label	\$160.49 million	(2.90)	26,001,110	(6.22)
L'Oréal Paris	\$43.13 million	(0.47)	4,677,083	2.39

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*"Consumers want protection first, but they also care about convenience. When you are on the beach with sand on you, the last thing you want to do is rub lotion on yourself."*

*This is why c-sprays have grown so much," said Coryat of SSCR, which has unveiled IntelliSeal, a technology that visibly cuts through water to form a layer of broad-spectrum protection that will not turn white when sprayed on wet skin. The patent-pending technology features a balance of ingredients that goes on clear and has a smooth "dry down," leaving skin feeling soft and natural.*

*IntelliSeal is driven by an exclusive blend of silicones and emollients that work together to improve performance. Coryat told Happi that Dermacryl 79, a hydrophobic polymer, is combined with technology that lowers surface tension, which enables clear application on wet skin.*

*"We had a good polymer, but as we looked across the category, we wanted to bring enhanced benefits. This is a better polymer," she said.*

*Coryat recalled, "In formulations past, you had to give up a bit of beauty for protection."*

Design: Communicating the benefits of IntelliSeal technology that result in a clear, non-white, dry down, delivering the proven sun protection of the performance Coppertone Sport.

"Consumers want protection first, but they also care about convenience. When you are on the beach with sand on you, the last thing you want to do is rub lotion on yourself. This is why c-sprays have grown so much," said Coryat of SSCR, which has unveiled IntelliSeal, a technology that visibly cuts through water to form a layer of broad-spectrum protection that will not turn white when sprayed on wet skin. The patent-pending technology features a balance of ingredients that goes on clear and has a smooth "dry down," leaving skin feeling soft and natural.

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### R&D Driven

The search for the right ingredients is an on-going process in sun care. Experts Happi spoke with pointed to R&D developments that have brought to market sunscreens with improved performance.

Coryat recalled, "In formulations past, you had to give up a bit of beauty for protection."

but that's not the case these days.

For example, improvements in ingredient technology enabled companies like Dermacryl to rollout its first sun care product in the brand's 30-year history.

According to Jennifer Notman, VP marketing, Dermacryl didn't want to compromise on aesthetics, performance or safety.

"Trying to put on level SPF 30 using zinc and titanium would be extremely whitening. It wasn't appealing from an aesthetic perspective and the feel was tacky," she said. In addition, the company wasn't comfortable using nano-sized particles.

"We wanted to wait until we got the formulation perfect," she said about Dermacryl's new SPF body lotion and SPF 20 off-face lotion, both of which are now shipping to stores. The chemical-free sunscreens feature nanoparticle-free zinc oxide, which absorbs right into the skin, according to Notman.

Upgraded aesthetics are also coming from La Roche-Posay, led by a new Anthelios 30 Cooling Water Lotion Sunscreen with



Raw Elements has become the first sun care range certified by the Non-GMO Project.

## SUN CARE

2014 marks Dermacryl's foray into the sun care category.



The SKU will hit CVS, select Ulta doors, Walgreens, Duane Reade, Target and physicians' offices next month.

Also new from La Roche-Posay is Anthelios Ultra Light Sunscreen Lotion Spray, which offers a cosmetically elegant, alcohol-free lotion that delivers advanced broad-spectrum protection with Cell-Ox Shield antioxidant technology. Featuring an exclusive 360° spray application, Anthelios Ultra

Cell-Ox Shield XL, which the firm says is the first formula with UVA/UVB protection texture that transforms like water on the skin, while providing an immediate cooling effect. It has been specifically designed for those who avoid traditional sunscreen textures, according to the brand, which has created a texture that absorbs immediately and weightlessly, which will help to instill increased daily use among consumers.

Light Sunscreen Lotion Spray delivers a controlled application with a visible lotion. The spray provides coverage at every angle for all-around protection with minimal fly away and waste, and the rub-in formula ensures gapless and even application, according to the brand, which is owned by L'Oréal.

Naturals brand Kiss My Face has delivered innovation on tap for 2014, including a new air-powered spray that delivers sunscreen without chemical propellants. The new any angle spray technology can be found in a trio of new Kiss My Face sun protection products—Bare Naked SPF 30 Air Powered Body Mist, Cool Sport with Any Angle Air Powered Spray SPF 50 and Kids Defense with Air Powered Spray SPF 50—as well as After Play Air Power Crème, a whipped crème lotion enriched with skin nourishing antioxidants including shea butter, olive oil and vitamin E and aloe and coconut water to soothe sun-patched skin.

Kiss My Face has also crafted a new offering for sensitive skin consumers. Sensitive Side SPF 30 is billed as a non-irritating sunscreen that contains oat protein, green tea, carrot extract and safflower-based hydrolis oleosomes.



The Bullfrog brand goes after dark with a new post-sun care insect repellent SKU.

*The Bullfrog brand goes after dark with a new post-sun-care insect repellent SKU.*

### IS THE INDOOR TANNING BAN WORKING?

Female high school students in states with indoor tanning laws, particularly those with parental permission laws and age restrictions, were less likely to engage in indoor tanning compared to students in states without any laws, according to a Centers for Disease Control study published online by the American Journal of Public Health.

It is the first study to look at the impact of these new laws have had on indoor tanning rates.

While most cancers have been on the decline since the 1990s, melanomas have been on the rise, especially among young women. Increased exposure to ultraviolet radiation through indoor tanning may be partially responsible for the continued increase in melanoma, according to industry stakeholders.

Led by Dr. Gery Guy at CDC's Division of Cancer Prevention and Control, researchers analyzed results of the 2009 and 2011 National Youth Risk Behavior Surveys of US high school students in grades 9-12, and examined the details of each state's indoor tanning laws. Among high school students, 23.4% of females engaged in indoor tanning, and 6.5% of males engaged in indoor tanning.

The team looked at state indoor tanning laws, and the relationship between teens' tanning behaviors and state laws. System access laws included warning statements and signs, limited advertising about the

benefits of tanning, mandatory protective eyewear, operator required incident reports, and penalties for violations. Youth access laws included parental permission for minors and age restrictions.

The odds of female students engaging in indoor tanning in states with any indoor tanning laws were 30% less than those in states without any indoor tanning laws. The odds of female students in states with systems access, parental permission, and age restriction laws engaging in indoor tanning were 42% less than those in states without any laws. Laws were not associated with the prevalence of indoor tanning for male youth.

States with laws that included systems access, parental permission, and age restrictions had the lowest rates of indoor tanning among teen girls.

"State indoor tanning laws, especially age restrictions, may be effective in reducing indoor tanning among our nation's youth," said Dr. Guy. "We need to address the harms of indoor tanning, especially among children. Indoor tanning laws can be part of a comprehensive effort to prevent skin cancers and change social norms around tanned skin."

Currently, six states (California, Illinois, Nevada, Oregon, Texas and Vermont) restrict indoor tanning among minors aged younger than 18 years.

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Sun & Skin Care Research has expanded the Ocean Potion line with a new skin care-like offering.

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Sun and Skin Care Research has expanded the Ocean Potion line with a new skin care-like offering.

## Young Guns

As Dettol and Kiss My Face design products to meet the needs of consumers who have concerns about certain chemistries, new brands are seeking success in the competitive sun care category by carving out their own niche.

Raw Elements, a brand that uses more than 70% certified organic ingredients, has taken its sun care range into uncharted territory—non-GMO. After a “lengthy and stringent process,” according to founder/president Brian Guadagno, Raw Elements has become the first verified sunscreen company to be listed with the Non-GMO Project.

Guadagno’s line, which was founded in 2011, is also Leaping Bunny-certified and has been expanded with Eco Tint 30, a tinted sunscreen skin stick.

Meanwhile, a new brand called Naawk is out to attract a rather specific buyer: the fitness and wellness consumer.

“Fitness and wellness is reaching the precipice where it is no longer a trend but a growing popular lifestyle,” said Kathy V. DiFrancesco, brand director for Naawk, Salt Lake City, UT.

The Naawk range, which rolled out late last season, includes SKUs that give users a choice of delivery system that works best for the season, activity or sport they are engaging in, according to DiFrancesco. Available products include SPF 30 and SPF 50 in e-spray and lotion formats as well as a multi-use all season moisturizing lotion.



Australian Gold’s Hello Kitty range includes this wet/dry SPF 50 formulation that’s scented with notes of sweet, golden pineapple, island coconut, Tahitian orchid and fresh mango blossom.

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DiFrancesco doesn’t consider Naawk as another specialty/sport sunscreen; she sees it answering a real need in the sector.

“Specialty niche products traditionally have a high price point mimicking prestige skin care and this created a conundrum to both consumers and specialty retailers, even to the level of frustration. It was either mass brand X or specialty brand Y that cost double without any real significant jump in effectiveness and no real connection between consumer and brand,” DiFrancesco told Happi. “Incorporating the word ‘sport’ or ‘professional’ no longer warrants doubling the price neither does being placed in a specialty shop.”

As a start-up, Naawk is reaching out to consumers via grass root efforts, and last year it served as a sponsor of the Red Rock Relay and Ragnar Relay Series.

Regional brands are also competing for attention in a sun care space that’s dominated by national companies. One of the newest entries is Miami Beach Suncare.

A partnership between the City of Miami Beach and Destination Brands International, the range includes products such as SPF 15 Salt Water Sport Sunscreen Gel, SPF 30 Triple Action Sea Kelp Sunscreen Lotion and SPF 50 Sport Spray Sunscreen as well as Sunless Bronzer Contour Spray and Instant Color Sunless Bronzer Glow Lotion.

Miami Beach is available online at MiamiBeachSuncare.com, and according to Desiree Rodriguez, VP-marketing sales, Destination Brands is working with “all of the n

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Neutrogena has added a new stick format to the Beach Defense line.

offered Coryat

chain retailers to be in stores nationwide this spring.”

To help spread the word, Destination Brands brought a bit of Miami to snowbound New York City with onsite sampling effort at Grand Central Terminal in mid-February.

## Where the Boys Are

While start-up brands look for footholds, big names in sun care are expanding into white space.

SSSCR, for example, is expanding the BullFrog line—a brand that carved its own path as a sun protection/insect repellent—with new Mosquito Coast Insect Repellent With Cooling Aloe, an after sun product that delivers a DEET-free insect repellent blended with a soothing aloe-and-vitamin E formula. Featuring a fresh grapefruit fragrance, SSSCR sees it as a perfect complement to the original Mosquito Coast with SPF 30 broad-spectrum sunscreen, extending BullFrog’s reach from sun-up to sundown.

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“It’s a way for consumers stay in the brand,” offered Coryat.

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According to Lúca, to make the sun-screen more appealing to men, the range comes in both lotion and c-spray formats and features a contemporary masculine scent that helps combat odor even while sweating.

Children tend to gravitate to brands that speak to them too—especially those that feature a popular character on the pack. Among Australian Gold's new offerings are Hello Kitty SPF 30 Lotion and Hello Kitty SPF 45 Faces Lotion, a pair of mineral lotion formulas, and Hello Kitty by Australian Gold Wet/Dry Skin Body Mists. The SKUs offer more than cute packaging: the SPF 30 Lotion features Asian skin caring ingredients like Yumagi (a Japanese wonder herb) and Butterfly Blush (said to provide photo-protective activity) and the wet/dry body mists feature 360° spray in scents such as Crazy Kiwi (notes of juicy lime, green apple, kiwi,



Miami Beach Sun Care is a new line from Destination Brands.

Stick Sunscreen Broad Spectrum SPF 70 are wide-faced sticks ideal for both face and body application, according to J&J. The stick allows the user to apply protection without getting hands messy, a great way to increase compliance, according to proponents. And like all Neutrogena sunscreens, the sticks are formulated with the brand's well-known Helioplex Technology.

#### Continuous Improvement

Whether it's a stick, c-spray or lotion designed for women, men or kids, consumers have ample choices these days when it comes to sun protection. But ingredient technology won't stand still and there remains what one leading chemist called the "dangling carrot" of new active UV filters someday being approved by FDA, which will shape the future of the US sun care category.

Until then, industry leaders are staying close to their customers to prepare for 2015 and beyond.

"The need to stay ahead of consumer needs and industry trends is exactly why the Coppertone Solar Research Center depends on consumer evaluation at each stage of the development process," said Agin. "The industry must continually innovate to meet unique and changing consumer needs." •

LOOKING FOR A NEW SUN CARE INGREDIENT?  
A LIST OF THEM BEGINS ON P. 64.