

## **What's new in Sun Care – Statements from industry professionals (Ashland, BASF, Croda, Clariant, CLR, Lab Dom Suisse, Lambson, Lehmann & Voss, Pera Ingredients, Principium Europe, Symrise, Zschimmer&Schwarz )**

**Anu Desikan, Global Marketing Manager, Personal Care,  
Vandana Kethy: Marketing Manager, Industrial & Consumer Care – NA,  
Clariant, [www.clariant.de](http://www.clariant.de), [www.clariant.com](http://www.clariant.com)**

### **What are the most important global trends in the field of sun care?**

As one of the fastest growing categories of skin care, we see sun care increasing in importance for consumers globally due to growing awareness regarding the impact and damage of sun on unprotected skin. Some of the global trends that we find the most promising are:

Multi-functional skin care products that provide sun protection benefits to simplify consumers' lives and make sun protection easy and part of their daily routine.

Saving time / easier application with innovative and improved product application formats including foam, whipped, gel, sticks etc.

Tinted product forms are on the rise and we expect this trend to continue (such as tinted lotions, moisturizers & BB/CC/DD creams with SPF).

There is rising interest in a sun care regime for babies and children (to start early to develop important habits for the future) as well as the development of milder formulas to meet this target market.

### **What new developments from your company serve these trends? (short description)**

Product sensory experience will be a key theme combined with product performance. We offer these sensory solutions with our broad portfolio of Aristoflex® rheology modifiers that help with achieving various textures & sensory cues. Combined with our Plantasens® range of natural emollients, waxes & actives, we can help our customers address an array of skin health benefits.

There is a consumer trend moving toward "educated investments" into skin & sun care products. The next generation product focus will be on delivering "care/repair" claims along with sun protection. Clariant will be launching a patented encapsulation technology for the delivery of pure cosmetic actives in personal care applications for enhanced performance that will address this need.

Today's educated consumer is looking for a more natural sun care experience as the concerns about synthetic products and actives are on the rise. We expect to see an increase in natural sun care products as well as natural ingredient claims in sun care. Our new Plantasens® naturally derived raw materials offer solutions in this area.

### **What will be the main features of tomorrow's sun care products?**

There will be an increase in the incorporation of skin care/health ingredients into sun care products. We feel that the claims for sun care will increasingly incorporate skin care claim, to create products with multifunctional benefits.

"Total sun care" products will grow as concerns about skin repair from sun damage and aging come to the forefront—resulting in all-in-one integrated skin care solutions.

"Natural" formulations and ingredients are especially relevant in sun care innovation for brands to regain consumer trust following debates over the safety of using sunscreen containing certain ingredients.

**Dr William Johncock, Global Head of UV Protection & Functionals,  
Symrise, [www.symrise.com](http://www.symrise.com)**

The latest trends we see are an increased number of products which are suitable for people with very sensitive skin in every distribution outlet from private label to luxury in every region. Also products which are free of parabens but also achieve adequate preservation are becoming more common.

Products which offer additional benefits such as protection from Infra-red radiation or offer an even skin tone are becoming more common.

We develop illustrative formulations in our laboratories that are light in texture and are very suitable for sensitive skin based upon our emulsifiers Dracolin GOC and Emulsiphos. We have also applied for patents for our discovery that our anti-aging ingredient Dragosine® effectively protects against infra-red radiation and so is an excellent ingredient to add to sun protection products. Our newly launched multi-functional nature identical ingredient SymSave® H has excellent preservation boosting properties and can be used in paraben free formulations, especially for high SPF products.

Wie werden die Sonnenpflegeprodukte der Zukunft aussehen?

They will be a pleasure to use for consumers and provide protection against the aging effects of the sun, enhancing the skin's beauty.

**Uli Osterwalder, Senior Marketing Manager Scientific Adviser Sun Care,  
BASF, [www.personal-care.basf.com](http://www.personal-care.basf.com)**

The race to higher and higher SPF is settling at a high level. In Asia, Australia and Europe a cap at SPF 50+ is in place, whereas in the Americas sunscreens with SPF up to 100 and beyond can still be found. Looking at the worldwide market, we can see a clear trend toward sunscreens with SPF between 30 and 50, which make up for 50 to 60% of the new launches. Europe is the most active market accounting for half the new product launches, followed by Asia and North America.

As far as texture is concerned, the trend towards lighter formulations continues, with the aim to make the application of sunscreens a more pleasant experience. Moreover, there is the ongoing trend to develop daily skin care products which also offer UV protection. Face care and foundation products, especially BB creams, accounted for about 20% of the products with sun protection launched in North America and Europe last year.

Raw material suppliers and formulators need to be innovative and creative in developing new raw materials and formulation types that meet the high requirements in terms of performance including high SPF value, UVA protection, water resistance and photostability as well as consumers' expectations regarding the products' sensory properties.

What new developments from your company serve these trends? (short description)

Only recently we have expanded our portfolio to include the new broad-spectrum UV filter Tinosorb® A2B, which provides protection from UVB and UVAII wavelengths from 290 through to 340 nm. Thanks to its superior UV absorbance capabilities, it is now one of the most efficient UV filters available on the European market, and closes the protection gap in the UVAII range that wasn't covered as efficiently by UV filters available to date.

While UV filters are the key protective ingredients in sun care products, other ingredients such as emollients, emulsifiers and polymers play an important role in a formulation's performance and sensory properties. By offering a wide choice of ingredients and by leveraging our key strengths market empathy and scientific excellence we support our customers in tailoring their solutions to meet the real needs of people, for instance, in terms of added benefits, quick absorption, light texture and a pleasant skin feel.

The emollients from our Cetiol® range, for example, are a perfect fit to provide sunscreen formulations with the moisturizing and caring properties that consumers wish for.

What will be the main features of tomorrow's sun care products?

Modern sun care products should contain carefully selected combinations of UV filters. These days, UV filter combinations in sunscreen products should offer the same level of protection as clothing or shade and should protect equally from both UVB and UVA rays. A sunscreen that consumers will like to use is also gentle to the skin, has a light texture, absorbs quickly and has an attractive sensory profile for a pleasant skin feel.

**Harald van der Hoeven, Director Technical Marketing,  
CLR, [www.clr-berlin.com](http://www.clr-berlin.com)**

The use of sunscreen lotions in order to protect one's skin against sunlight is a common and more than sensible precaution, and we see trends in sunscreen lotions with increasing Sun Protection Factors (SPF), well over 100. Additionally, consumers show increasing awareness that their skin needs all the help it can get, not just by the application of sunscreens, but also by helping the skin better deal with sunlight in general.

The use of active ingredients in sunscreen formulations, which make the skin cells more resilient against sunlight, essentially strengthening the skin cells' self defense mechanisms, is strongly on the rise. We see many sunscreen manufacturers using active ingredients and make related efficacy claims, which were only used and made for high-end face care products in the past.

An important pitfall and an unfortunate trend we see, is that some manufacturers use soothing and calming active ingredients in their sunscreen products. These will reduce the skin redness and 'artificially' boost the SPF, but it should be advised to not use these types of ingredients in sunscreens. UV filters protect the skin cells, which, consequentially, do not become inflamed, or at least less so. This leads to the skin to show less erythema, redness. Active ingredients which address the inflammatory processes in the skin will also reduce erythema, but they do not address the real problems in the skin cells. These problems should be addressed by goal-oriented active ingredients and, obviously, by the use of UV filters.

For after sun products, it is now more and more realized that the care of the skin with after sun-products should not only comprise soothing and calming of the skin, but should also address factors like skin restoration and preparing the skin for further sunlight-induced stress. Sunlight, apart from inflaming the skin and accelerating the aging process in the skin, has a tremendous impact on the skin's barrier function, for instance. The skin dries out and has a hard time restoring its barrier function. This is a topic which has a growing interest in the cosmetic market.

2. CLR Chemisches Laboratorium Dr. Kurt Richter GmbH has a large focus on sunlight-induced problems in the skin. This has resulted in a relatively large array of products addressing many biochemical and cell biological processes in the skin, related to this topic, fitting all current trends. Phytosan™ K and Repair Complex CLR™ PF, for instance, have shown to really be able to make skin cells more resilient against sunlight. They are basically able to boost the Minimal Erythema Dose (MED) of the skin. Lactokine™ Fluid PF is a typical strong soothing and calming active ingredient, which has shown to significantly accelerate the reduction of skin redness after UV-irradiation. SyriCalm™ CLR (PC) has a similar effect to Lactokine™ Fluid PF, but, added to that, also helps the skin in maintaining a stronger barrier function, protecting it against water loss on the one hand, but accelerating barrier recovery as well. Above-mentioned actives fit to current-day sun care trends, but we see them also being relevant for future trends.

Currently there is one particular problem (or should we say 'opportunity') with sunscreen products which should not be underestimated and which we see being an important topic for the future. Consumer awareness is growing, but, when it comes to the correct application of sunscreen products, consumers are not 'there' yet. In general, consumers use less sunscreen than what they should be using, essentially leading to a lower SPF from the sunscreen product than they would expect. Does that mean that we should start using less than 2mg/cm<sup>2</sup> on the skin, when performing an SPF test, or should we educate the consumer better? In this context, we think that an important trend for the future will (have to) be a growing consumer awareness concerning sunscreens and skin protection. Consumers, therefore, will become more demanding, continue using high-SPF sunscreens and will recognize the importance of supporting the skin with active ingredients with a goal-oriented approach towards UV-induced skin problems. We also expect a growing interest in high SPF face care products, not just during summer as a means of protection, but part of a daily skin care regimen, slowing down the aging process in the skin.

**Anna A. Gripp, Global Marketing Manager, Skin Care and Sun Care**

**Ashland, [www.ashland.com/products](http://www.ashland.com/products)**

**What are the most important global trends in the field of sun care?**

High SPF protection which includes coverage for both UVB and UVA radiation.

Using agents that provide water resistance and that can also boost SPF and help with rub resistance.

Spray formulations are becoming of interest outside the US and there is a desire to have a spray that can be applied to wet skin without a whitening effect.

UV protection is increasing in popularity in daily wear products to help against UV damage.

**What new developments from your company serve these trends? (short description)**

Ashland Specialty Ingredients is a major supplier of UV filters and we offer technology that delivers broad spectrum high SPF with ingredients such as Escalol(TM) S UV filter, a broad-spectrum UV filter that is compatible with most other UV filters. (Note this ingredient is pending approval for use in the US.) Ashland has a host of UVB and UVA filters that when used in combination provide broad spectrum protection.

ASI is the leading supplier of water resistant polymers, Ganex(TM)/Antaron(TM) polymers. These polymers help to boost SPF performance as well as assist with rub resistance (for towel drying and also for longer wear).

Ashland has patent pending technology, HydroSheer(TM) water resistance technology that can be applied to wet or dry skin without whitening.

**What will be the main features of tomorrow's sun care products?**

Tomorrow's sun care products will have more aesthetically-pleasing feel and less of the traditional heavy/sticky/greasy feel of today's beach formulations. Ashland has a number of Ceraphyl(TM) emollients that can help with imparting a more desirable feel to the formulation.

**Mr. Andrea Maltagliati, Personal Care Sales Manager, [a.maltagliati@principium-bsi.com](mailto:a.maltagliati@principium-bsi.com),**

**Principium Europe, [www.principium-bsi.com](http://www.principium-bsi.com)**

**1. What are the most important global trends in the field of sun care?**

Intense stress like very energetic sunlight can lead to major changes in the skin, such as inflammation. UV radiation provoke increased production of ROS (reactive oxygen species) and cytokines, leading to local inflammation and connective degradation. Sunlight also affects human skin via infrared radiation (IRR), perceived as heat, amplifying UVR effects and reinforcing angiogenesis or dehydration by loss of water (TEWL) through the damaged barrier. UV skin irradiation is today known as a major cause of local and systemic immunosuppression, contributing to cutaneous photoaging, and leading to major changes in the dermis and the dermal-epidermal junction. Appropriate after-sun skin care is necessary to support the natural regeneration process of sun-irritated skin. Mild cleansing, cooling, moisturizing, and caring of the skin belong to the basis of a good after-sun treatment.

**2. What new developments from your company serve these trends? (short description)**

Based on nutritive anti-inflammatory film-protective components, HONEY SUN FLOWER regulates the release of cytokines to support the natural regeneration process of sun-irritated skins. HONEY SUN FLOWER standardizes in a non-solvent process the perfect synergy between a mushroom extract, rich in film-forming polysaccharides and a unique extract from Lolium Perenne Flower, rich in essential amino-acids and other beneficial co-factors. It is particularly efficient after an acute stress linked to sun exposure. HONEY SUN FLOWER moisturizes the skin and keeps it at higher levels, allowing for reparative actions. Its nice filming nature helps to prevent further dehydration by water loss. It also modulates inflammatory mediators, reducing skin discomfort and fighting against accumulation of ROS. The skin is soothed and re-energized. HONEY SUN FLOWER is a natural extract isolated without solvent from long-time consumed plants: its safety profile was evaluated by eye irritation test (non irritant) as well as skin sensitization (non irritant) and allergens. HONEY SUN FLOWER was tested in vitro & in vivo on performances demonstrating: A repeated efficacy on cell metabolism improvement after stress, A capacity to reactivate skin moisturization after acute stress, A modulation on inflammatory mediators due to acute stress, An in vivo capacity to control skin temperature increase after stress heating A mild improvement of skin microcirculation, A decrease in skin color 24 hours after stress

**What will be the main features of tomorrow's sun care products?**

Sun care market is influencing the consumer awareness to safe, natural and efficient products that could prevent human discomforts. By following its concept of Excellence "saf-e-cacy®", PRINCIPIUM aims to fight the new challenges occurred in the life-science industry, as more and more pressure is growing on legislation, marketing and technology approach. PRINCIPIUM is approaching the global scenario guaranteeing efficacy results through tested performance products selected on their capacity to reproduce a targeted activity. Through a proprietary technology PRINCIPIUM offers principles characterized by the optimized synergic composition.

**Dr. Dina Tukhvatullina, Designation: Medical Director,  
Lab Dom Suisse, [www.labdom.com](http://www.labdom.com)**

**What are the most important trends worldwide in sun care products?**

In the preceding years, customers were predominantly excited about the prospects of natural and mineral based sun care protection. Consumers have since become more discerning and astute in their demands. They want and expect more from their sun-care products and as such, are looking for solutions that not only protect the skin from the damaging effects of sun exposure but one that also helps brighten and hydrate the skin concurrently.

**What are the new developments from your company in line with these trends in market demand? (short description)**

Lab Dom's approach is based on the skin's natural ability to heal from the inside out.

In order to meet the market's demand for a comprehensive product, we formulated an innovative sun care solution, Total Block which provides the highest protection at SPF 50+.

Total Block SPF50+ provides a protective barrier against the harmful effects of UVA and UVB rays, and is fortified with anti-oxidants and ultra-moisturizers that helps with mela control and counteract sun-induced free radicals, ultimately giving your skin double protection: from inside and out.

**What will be the main features of tomorrow's sun care products?**

In line with the latest advances in our Swiss laboratories, we hope to formulate new products that will revolutionize the sun-care product segments that offers more personalized skin repair and protection elements in multi-functional formulas.

**Jon Virgoe, Business Development Director, Performance Products,  
Lambson, [www.lambson.com](http://www.lambson.com)**

The global understanding of skin cancers and the relationship to over exposure to the sun's harmful rays is by now well known. There is an obvious trend towards using appropriate protective and preventative measures, but within this trend Lambson sees an ever increasing move towards higher and higher SPF values, with increased emphasis on UV-A protection whilst maintaining overall broad spectrum activity. Lambson continues to expand its range of UV absorbers to meet this trend, and is adding higher SPF activity and UV-A specific actives to complement the existing VidaCare SP range of actives.

In addition, Lambson sees a trend to inclusion of SPF ingredients into daily wear creams and cosmetics, and to meet this demand has developed specific blends of UV absorbers under the VidaCare USB brand. This provides the Personal Care formulator with an easy-to-use means of adding specific SPFs to their products leading to formulation and manufacturing cost reductions.

**Angela Kleiner, Marketing Manager,  
Croda, [www.croda.com](http://www.croda.com):**

Durch die intensive Aufklärungsarbeit der vergangenen Jahre können wir heute von der „Generation SPF“ sprechen. Die heute etwa 30jährigen Konsumenten haben ein neues Bewusstsein für die Notwendigkeit von Sonnenschutz entwickelt. Das äußert sich auch in Neulancierungen. Laut Mintel wurden in Europa 2012 mehr als 1800 neue Hautpflegeprodukte lanciert, die UV-Schutz ausgelobt haben. Wir beobachten also einerseits die Kombination von Hautpflege mit UV-Schutz, andererseits die Kombination von Sonnenschutzprodukten mit Anti-Ageing-Eigenschaften. Hier zeichnet sich ein Trend zum Schutz vor HEV, High Energy Visible Light, und Infrarotlicht ab. Die Solaveil SpeXtra™-Range von Croda bietet effektiven Schutz und wirkt in Kombination mit Venueane™ von Sederma dem Matrixabbau und entzündlichen Prozessen vor. Bezüglich Neulancierungen ist es erfahrungsgemäß schwierig, exakt den Monat festzulegen. Wir haben sowohl im Haut- als auch im Haarpflegebereich neue Produkte in der Entwicklung, die jeweiligen Lancierungsdaten stehen aber noch nicht fest. Natürlich werden zur In-Cosmetics Neuheiten vorstellen.

**Axel Kirchniawy, Produktgruppenleiter Kosmetik,  
Lehmann & Voss, [www.lehvoss.de](http://www.lehvoss.de)**

An Selbstbräuner werden heute dieselben hohen Anforderungen gestellt wie an hochwertige Pflegeprodukte. Nicht nur der bräunende Effekt muss eintreten, auch Hautgefühl, Geruch, Gleichmäßigkeit der Bräune müssen stimmen. Zudem werden pflegende Eigenschaften wie die Erhöhung der Hautfeuchtigkeit gefordert. Hier kommen Emollients ins Spiel, die in Kombination mit Dihydroxyaceton (DHA) einen Zusatznutzen bieten. Die filmformenden Eigenschaften der Floraesters K-20W (INCI: Hydrolyzed Jojoba Esters, Aqua) machen sie ideal für Rinse-off Produkte und Produkte, die Wasserfestigkeit oder eine verlängerte Verweilzeit auf der Haut wünschenswert machen. Die hohe Substantivität der Floraesters K-20W Jojoba bewirken einen Rückhalt von Molekülen an der Hautoberfläche. So erhält man mit Floraesters K-20W Jojoba z.B. in Kombination mit Glycerin eine deutliche Erhöhung der Hautfeuchtigkeit. Hierdurch wird in Selbstbräunern dem austrocknenden Effekt von Dihydroxyacetone (DHA) entgegengewirkt. Desweiteren beeinflussen sie positiv die Produktästhetik wie die Verteilbarkeit und den Geruch. Die filmformende Natur der Floraesters K-20W Jojoba schließt Selbstbräunungswirkstoffe auf den oberen Hautschichten ein, was zu verlängerter Bräune führt. Weitere klinische Studien habe gezeigt, dass Floraesters K-20W Jojoba irritations-assoziierte Erytheme reduziert und eine aktive Rolle bei der Funktion und dem Wiederaufbau der Hautbarriere leisten. Das Konzept der Cross-over-Produkte in der Kosmetik wird immer mehr Anwendungskategorien berühren und vernetzen. Die erfolgreichen BB Cremes waren hier sicher nur ein weiterer Schritt zu Produkten mit Mehrfachnutzen. Da die Verbraucher für das Thema Sonnenschutz immer mehr sensibilisiert werden, ist gerade in diesem Bereich noch mit spannenden Konzepten zu rechnen.

**Dr. Regina Walther, Wissenschaftliche Mitarbeiterin,  
Pera, [www.pera-ingredients.de](http://www.pera-ingredients.de)**

**Wichtigste Trends Sonnenpflege - After Sun**

Pigmente als alleiniger UV Schutzschild haben ihre Grenzen erreicht. Gefragt sind physiologisch wirksame Zusätze, die UV bedingte Reaktionen in der Haut wie die Bildung freier Radikale oder die Schädigung von Proteinen oder gar der Erbsubstanz DNA abpuffern können. So wirken verschiedene Pflanzenextrakte als potente Radikalfänger oder DNA Schutzschild und verhindern gleichzeitig die UV induzierten Entzündungsreaktionen die wir als Sonnenbrand bezeichnen. Eine optimale Tiefenwirkung dieser Extrakte wird erreicht, wenn eine ausreichende Hautfeuchtigkeit den Stoffaustausch gewährleistet.

**Neue Entwicklungen, die Trend bedienen** Wenn ich mit dem Feuchtigkeitsgeber beginnen darf:

Das aus Hafer gewonnene CP Betaglucan dringt aufgrund seiner spezifischen Molekülstruktur nachweislich bis tief in die Dermis ein und hat in klinischen Tests eine längere und bis zu 400 fach höhere Hautfeuchte als gleichgroße Hyaluronsäure erzielt. Als potente Radikalfänger haben sich Polyphenolextrakte aus roten Trauben erwiesen. Das Bouquet aus aktiven Wirkstoffe wird dabei durch Rebsorte und Lage bestimmt. Besonders potente Polyphenole sind in Eminol® enthalten einem patentierten Extrakt aus der Tempranillo Traube in DOC Lage. Spezifische Polyphenole aus Hafer, die CP Oat Avenanthramide stoppen Entzündungsprozesse in der Haut nachweislich schon in ihrer Entstehung und bewahren zusätzlich die DNA vor UV Schädigung. Aber auch in der After Sun Pflege reduzieren Hafer Avenanthramide entzündungsbedingte Rötungen, Juckreiz oder Schwellungen im Nu, so dass man sich auch mit Sonnenbrand schnell wieder wohl in seiner Haut fühlt.

**Sonnenpflegeprodukte der Zukunft**

Die Sonnenpflegeprodukte der Zukunft werden neben Schutzpigmenten und pflegenden Stoffen auch immer mehr tiefenwirksame Substanzen enthalten, die zur Stärkung der Hautbarriere beitragen und rein physiologisch die UV Schädigungen in den Hautzellen verhindern bzw. abpuffern können. Damit werden sich die Sonnenpflegeprodukte der heutigen guten Anti-aging Pflege annähern, denn hochdosierte Sonnenstrahlung beschleunigt auch bei junger Haut verschiedene Alterungsprozesse – wenn sie nicht geschützt wird.

**Sabrina Baumgart, Anwendungstechnik Kosmetik,  
Zschimmer & Schwarz, [www.zschimmer-schwarz.com](http://www.zschimmer-schwarz.com)**

### **Welches sind zurzeit auf globaler Ebene die wichtigsten Trends im Bereich Sonnenpflege, Selbstbräuner und After-Sun?**

Im Laufe der Zeit hat die Sonnenpflege eine Reihe wichtiger Veränderungen durchlebt.

Gerade in den letzten Jahren geht der Trend zur Sonnenpflege mit hohem Schutzniveau und nicht selten werden Pflegeprodukte mit einem SPF 50+ angeboten. Dabei wird neben dem schon lange im Fokus stehenden UVB-Bereich, der nachweislich die Haut schädigt, heute besonderes Augenmerk auf den UVA-Schutz gelegt.

Auch der bewusste Umgang des Verbrauchers mit dem Thema Sonnenschutz gewinnt an Präsenz, besonders effektiver Schutz ist gewünscht. Die gewählte Formulierung sollte nicht nur sicher vor UV-Strahlen schützen, sondern auch leicht und angenehm in der Anwendung sein und dabei möglichst viele weitere positive Eigenschaften mit sich bringen. Die Sonnenpflege soll nicht klebrig sein, nicht weißeln und eine gute Wasserfestigkeit aufweisen. Darüber hinaus stehen auch chemische Lichtschutzfilter im Naturkosmetiktrend immer öfter in der Diskussion, sodass mögliche Alternativen, wie z.B. anorganische Lichtschutzfilter in den Fokus rücken. Hierbei sollte es dennoch möglich sein viele unterschiedliche Formulierungsideen, von der leichten Tagespflege bis hin zur schützenden Kinderpflege, umzusetzen.

Welche neuen Entwicklungen aus Ihrem Haus bedienen genau diese Trends? (Kurzbeschreibung)

Die HelioPro Produktreihe von ZSCHIMMER & SCHWARZ bietet Entwicklern die Möglichkeit zeitsparend und einfach Sonnenschutzprodukte mit anorganischen Lichtschutzfiltern zu formulieren. Die HelioPro Serie besteht aus flüssigen Titandioxiddispersionen mit unterschiedlichem Coating, sodass die bereits vordispersierten Titandioxidpartikel, den speziellen Bedürfnissen verschiedenster Formulierungsideen angepasst sind und die Umsetzung dieser Ideen unkompliziert machen.

Unter anderem bietet ZSCHIMMER & SCHWARZ hoch transparente Produkte, wie das HelioPro AB 40H für den Einsatz in Formulierungen zur täglichen Pflege und Anwendung, z.B. in einer Tagescreme, mit leichtem bis mittlerem SPF. Aber auch hochdeckende Varianten, wie das HelioPro BC 50L, die besonders Babies, Kindern und sensibler Haut effektiven Sonnenschutz bieten und neben dem UVB-Bereich gleichzeitig auch den UVA-Bereich abdecken, sind im Portfolio.

Um im besonderen Maß dem Naturkosmetiktrend gerecht zu werden, kann ebenso effektiv und kreativ mit unserem HelioPro OLEA 50H auf Olivenölbasis formuliert werden.

Wie werden die Sonnenpflegeprodukte der Zukunft aussehen?

Die Differenzierung und somit spezialisierte Pflege, die noch individueller auf die jeweiligen Hautbedürfnisse unterschiedlicher Verbrauchergruppen und deren Hautbeschaffenheit abgestimmt ist, kann zukünftig ebenso in den Vordergrund rücken, wie die Zeitersparnis bei der Pflege mit sogenannten multifunktionellen Produkten. Diese verknüpfen die Vorzüge mehrerer spezieller Formulierungen, in einer Einzigen. Dieses Konzept wird beispielsweise bei BB Cremes bereits umgesetzt. Neue innovative Formulierungen beispielsweise Rinse-off Formulierungen, die gleichzeitig intensiv pflegen und damit die Body Lotion ersetzen, könnten auch Basis für neue Sonnenschutzprodukte sein.

In diesem Zusammenhang sind Rohstoffe gefordert, die wie Pflegeprodukte multifunktionell sind. Diese helfen, Formulierungen nicht zu „überladen“, somit Kosten zu sparen und erleichtern es dem Entwickler, ansprechende Rezepturen zu formulieren.