



Technology  
Shift Trends Around  
**Sunscreen**





# Past Trends

## Higher SPF Sunscreen

Emphasis on sunscreens with higher SPF for enhanced protection

## Broad UV Protection

The industry initially focused on broad-spectrum UV protection

## Eco-friendly Ingredients

Increasing demand for natural and eco-friendly ingredients

## Sunscreens for Diverse Skin Tones

Introduction of products catering to diverse skin tones



# Current Dynamics

## Multi-Purpose Sunscreen

Products delivering deep hydration while offering sun protection

## Sensory Experience

Lighter and non-greasy formulations for a better sensory experience

## Anti-aging Sunscreen

Sunscreens with anti-aging properties

## Mood Enhancing Sunscreen

Sunscreens that enhance mood using neurocosmetics



# Future Scenario

## Microbiome Engineering & Synthetic Biology

Innovations focusing on the microbiome

## Ingredients that Mimic Natural Skin Defense

Lighter and non-greasy formulations for a better sensory experience

## Upcycled Ingredients

Use of upcycled ingredients for pollution defense

## Skin Health with DNA Repair and Peptides

Incorporation of peptides for DNA repair and overall skin health





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