

FROM THE EDITORS: HOLISTIC SUN DEFENSE



Glowscreen by Supergoop! is an SPF primer that leaves a pearlescent shimmer on the skin. The product was created to give instant, glowing protection with no visible glitz or glitter, according to the brand. Glowscreen is a broad spectrum sunscreen SPF 40 PA+++. In addition to protecting against the sun's rays, Glowscreen also gives skin a boost of hydration with hyaluronic acid and vitamin B5.



Researchers from Amway R&D and Leibniz Research Institute for Environmental Medicine (IUF) have published a study indicating carotenoid supplements not only protect skin against UVB-induced erythema, as previously known, but also UVA-induced hyperpigmentation. Daily supplementation with carotenoids reportedly significantly increased skin carotenoid levels, the UVB-induced MED and UVA-induced MMPD. The authors acknowledged the benefits of supplementing sunscreens with ingestible carotenoids.



Tate & Lyle's Texturlux range of high bio-based specialty polymers are appropriate for sun care, as well as skin and hair care. Available in North America, the range is designed to give personal care formulators bio-based options in thickening, emulsion stabilization and film-forming in a variation of skin creams, lotions, gels and serums, as well as hair products and other personal care formulations.

The range allows formulators to use cold processes and minimal shear to achieve easy incorporation into formulas both during and after formulation. These products provide rheology, aesthetics and stability without being sticky or tacky. They are also particularly suited for sulfate-free formulations.

"They work very well with common ingredients used in personal care formulations, can replace synthetic or other natural polymers, and can be stirred directly into emulsions," says Meggan Hostetler-Schrock of the technical service department. "Our range gives the formulator new tools to create improved and innovative bio-based personal care products."

"Consumers continue to demand the same sustainability standards in products they put on their bodies as what they put in their bodies," says Jessica Allen, director of business development at Tate & Lyle. "As a result, we have developed a new range of products that not only deliver on efficacy and sustainability but also provide the luxurious feel of products that keeps consumers coming back for more."

Sun care continues to be an important category for daily protection and control of one's environment. Consumers want to keep themselves and their loved ones protected with safe, effective and easy-to-apply sun protection. Ashland continues to fulfill this demand, starting with effective and more natural sunscreen solutions like the new Antaron Eco—ethylcellulose. Based on sustainably sourced, zero-deforestation, wood-derived cellulose, this ingredient is made in a water-based manufacturing process, minimizing the use of solvents. It is a globally approved film former that provides high water resistance at a low use level in most formulations.





BASF's on-the-go Z-Cote Stick concept offers consumers the benefits that are often sought in sunscreens, including SPF 50 defense, water resistance, high transparency, a lightweight feel and natural/sustainable ingredients. The key ingredient, Z-Cote, delivers broad-spectrum UV protection and photostability with the added benefit of combatting free radicals. This non-greasy, preservative-free ingredient also synergizes with organic UV filters and functions in both the oil and water phases.



Sol by Jergens was created to give users the same effects as traditional self-tanners, sans the dyes. According to Jergens, Sol products contain a tanning active derived from natural sugars. The range includes: Sunless Tanning Water Mousse (pictured), a translucent foam formula infused with coconut water; Sunless Tanning Towelettes, a full-body towelette infused with coconut water for on-the-go self-tanning; Tone-Enhancing Body Bronzer, a body bronzer meant to "enhance your natural tone with sun-kissed color," which can be washed away; and the Sunless Tanning Applicator Mitt, a mitt created to blend the color for an even, streak-free tan.

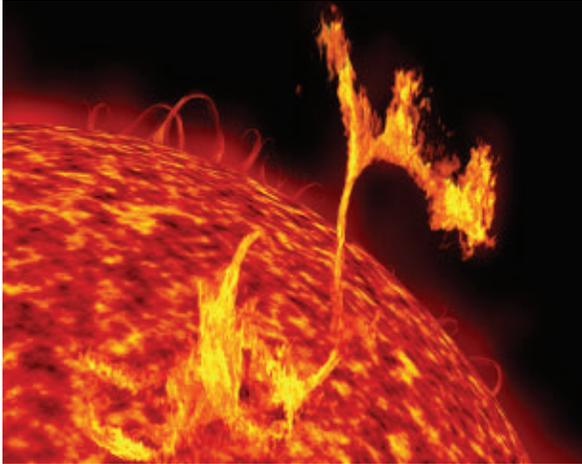


CosMoDec's CMD CosminC504 (water (aqua) (and) volcanic soil (and) ascorbic acid (and) amylopectin (and) hyaluronic acid (and) 1,2-hexanediol (and) ethylhexylglycerin) reportedly has high stability, no degradation and no phototoxicity. The ingredient reportedly addresses UV-induced photodamage, reduces the appearance of dark spots and helps skin to look brighter. The ascorbic acid in the ingredient has antioxidant properties and brightens skin for an even tone, reducing the appearance of fine lines and wrinkles, and boosting collagen production. While ascorbic acid is typically sensitive to external factors, the ingredient's bio-shell delivery system is said to stabilize it against exposure to water, air and sunlight.



Croda's Solaveil range of metal oxide-based UV filters have many usages in the sun care market due to the ingredients' high levels of efficiency, broad spectrum protection and safety for both the consumer and the environment. "Many of the commercial sun protection products in the market today positioned as clean or green are based on nature-identical minerals: titanium dioxide and zinc oxide UV filters," explains Donna Petretti, North America marketing manager, Croda. "Numerous studies demonstrate that TiO2 and ZnO do not penetrate and are not absorbed through the skin. And, mineral-based sunscreens don't seem to harm the environment."

HOLISTIC SUN DEFENSE (CONT.)



Clariant's VageStop (INCI: glycerin (and) water (aqua) (and) Sparassis crispa extract) protects the skin against photoaging by reducing erythema and maintaining skin hydration after sun exposure. The technology is made from cauliflower mushroom extract, which is rich in veratric acid, a molecule known for its antimicrobial, anti-irritant and antioxidant properties. The ingredient protects skin cells by inhibiting UVB-induced DNA damage. Furthermore, the extract reduces UVB-induced irritation by decreasing the levels of inflammatory cytokines PGE2 and IL-6 produced by UVB exposure. The extract also promotes collagen synthesis by fibroblasts. Taken together, these activities enable the ingredient to protect the skin against photoaging.



Sederma has launched Majestem Drypure, an eco-designed, pure lyophilized plant cell culture extract that is easily dispersible in powder makeup and skin care formats. In vivo studies showed that the ingredient helps provide immediate protection against oxidation, and in the long run, improves the quality of the skin and minimizes lines while protecting the skin from harsh environmental pollution damage.

CōTZ Sport SPF 45 was created to be a non-tinted, all-mineral sunscreen that offers broad-spectrum sun protection in an "ultra-clean formula." According to CōTZ, which stands for Contains Only Titanium and Zinc, its new product utilizes titanium dioxide (3%), zinc oxide (10%) and plant-based botanicals. The product is meant to disappear evenly on skin tones, be water-resistant for up to 80 minutes, and provide safe, clean and effective sun protection. Additionally, CōTZ Sport SPF 45 is USDA Certified Biobased, containing 93% USDA certified biobased content. It is also reef-friendly; free of gluten, preservatives, parabens, phthalates and fragrance; and is not tested on animals.



MelinOil from IFF Lucas Meyer is an oil-soluble version of a-MSH biomimetic peptide appropriate for sun care. The material stimulates tyrosinase activity, melanin synthesis and melanocyte dendricity to protect and repair DNA damage caused by UV exposure (UVA and UVB). It thereby reduces the inflammatory cascade. The technology limits photoaging and premature aging while strengthening the skin's natural photoprotection.



Elix-IR from Lucas Meyer Cosmetics/IFF is a natural botanical extract of knotgrass that is rich in flavonoids that can counteract infrared-induced aging and thermal aging as a complement to standard UV protection in sun care products. The technology inhibits cathepsin G, an enzyme involved in photoaging, and thereby modulates the source of sun-induced matrix metalloproteinases (MMP) production. In this way Elix-IR reportedly protects reticular dermis and papillary fibers from UV and infrared damage to preserve skin firmness and elasticity. The result is a reduction in the visibility of photoaging and wrinkles.

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blocks the sun. While zinc oxide is common in mineral sunscreens, the difference here is that Beach Paint uses a really high percentage—25%—to turn it into an opaque paint. Applied in a thick layer, it hides your skin from the sun and from melasma.”

Not only is the product highly effective, Sturino adds that it meets a need that had been stigmatized for years.

“Beach Paint is one of my favorite products in the line because it really solves a problem, and it makes me happy that we’re talking about an issue that women don’t really get to hear about,” says Sturino. “That’s the ethos behind our whole brand—making women feel more comfortable and less alone!”

After Sun

While brands can offer all the possible sun protection in the world, the fact remains that sunburns will continue to occur, and some consumers will rely on cures rather than preventatives. Therefore, opportunities abound to create soothing after-sun products that tick all the boxes on today’s consumer checklist.

For example, Jojoba Desert’s JD Jojoba Oil is available in formats ranging from butter and vegan butter to aqua-cream and oil-cream bases. This natural, sustainably-sourced solution features anti-inflammatory properties to relieve the pain and swelling of sunburns.



The yet-to-be-unveiled Lumasol SPF system, which is designed to “millennialize” sun care.

“As JD Jojoba Oil contains vitamin E and omega 9, it helps restore the skin’s moisture and balance, and acts as a key ingredient in nourishing after-sun products to immediately soothe the skin from the stinging of a sunburn,” explains Lee Reuveni, CEO of Jojoba Desert. “The skin-repairing properties innately found in jojoba oil open up a world of possibilities for its applications.”

Disrupting Sun Care

Looking to the future, brands are increasingly focused on reshaping the sun care sector with technology. To illustrate, during the 2020 CES trade show, Samsung’s team showed the Ultra V, a wearable UV radiation sensor that can track an individual’s exposure over time. The technology is in the same vein as My Skin Track UV from La Roche-Posay, a clip-on battery-free sensor that provides consumers with instant status updates on both UVA and UVB exposure.

A new entrant into this disruptive moment is Lumasol, an FDA-approved refillable SPF product that is designed to be on-the-go. The product’s launch has been delayed due to the global pandemic but will eventually be available via a direct-to-consumer subscription system.

Lumasol (images of which have not been released as of this writing) offers SPF 50+ defense that can be applied via a lightweight mist that won’t smudge makeup. The packaging, meanwhile, acts as a barometer of UV exposure by changing color to remind users when to reapply.

Lumasol CEO, Sophia Hutchins, has closed \$3 million in seed funding from Pathfinder at Founders Fund and Greycroft Ventures. Seeking to “millennialize” sun care with a lifestyle concept, Hutchins spent nine months developing the system at a Silicon Valley accelerator. Following the launch of the subscription model, Lumasol will consider a brick-and-mortar partner.

The system’s refillable engine reportedly uses 10 ml glass vials that are traditionally used for fragrance. When the engine is exposed to UVA and



Lumasol CEO, Sophia Hutchins, has closed \$3 million in seed funding to launch her millennialized sun care innovation.

UVB rays, its outer shell shifts in color, prompting the user to reapply. The system can detect exposure indoors and on overcast days. No single use plastic is used for any part of the design, according to the brand.

Meanwhile, the fragrance crossover also applies to the viscosity of the product, which is designed to issue as a fine mist from the vials. The vegan formulation itself is 80% organic and features chemical SPF, according to Hutchins. The brand specifically avoided oxybenzone, which has been flagged in some research as causing harm to coral reefs.

The brand’s go-to-market strategy is focused on education, says Hutchins, particularly regarding the need for reapplication, as well as the anti-cancer and anti-aging benefits of wearing SPF in an age of a depleted ozone layer.

Lumasol 2.0 will feature a tech component, says Hutchins, who adds the component, currently under development, will be heavier and considered a medical device.

Indeed, a world of possibilities are out there for brands looking to enter the sun care game or take their presence within it to the next level. ■



LISA DOYLE was formerly the associate editor of *Global Cosmetic Industry* and is a freelance writer in the Chicago area. Her work has also appeared in *Skin Inc.*, *Salon Today*, *Modern Salon*, *Master Barber* and *Writer’s Digest*.