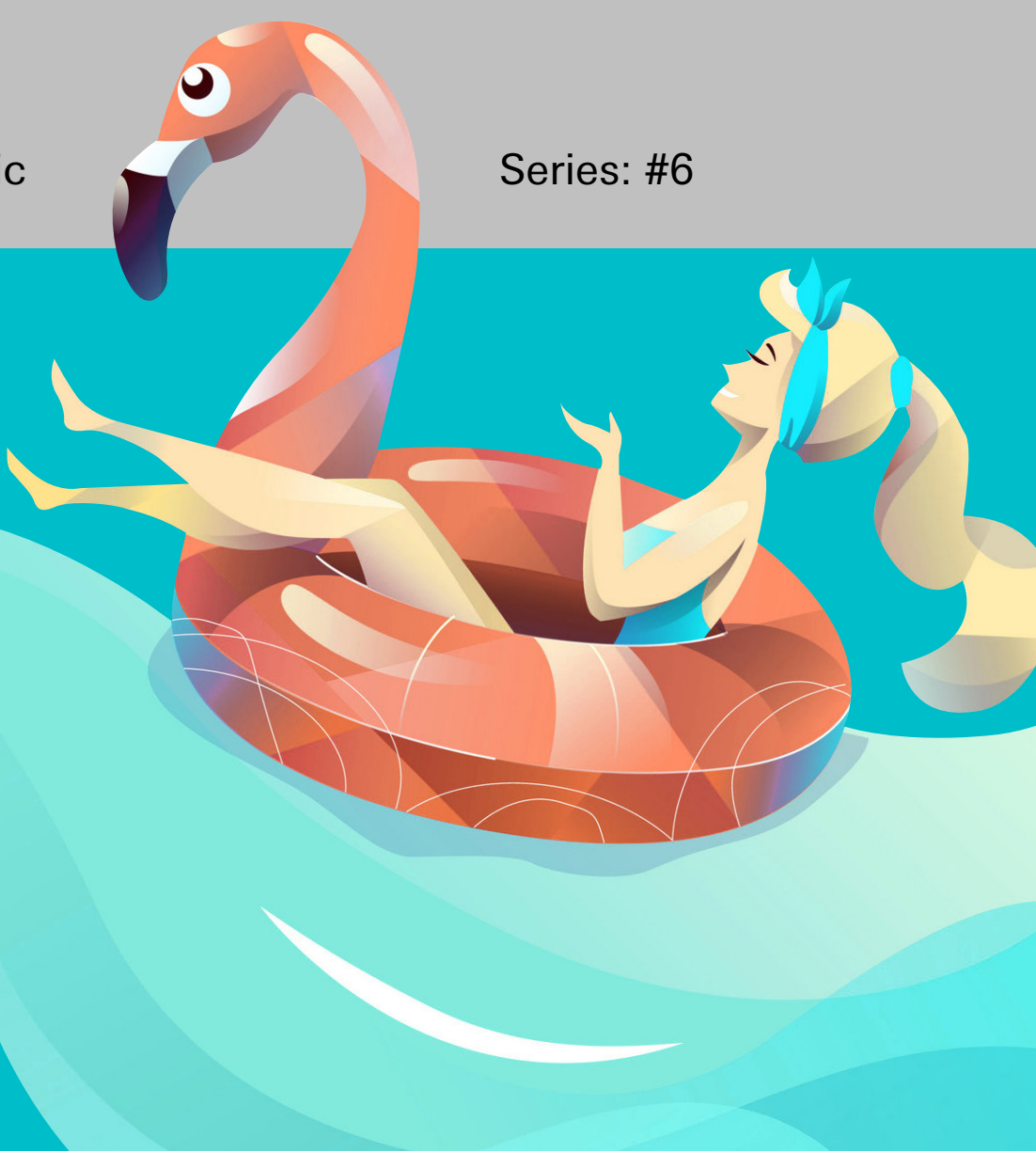


HERE COMES THE SUN!

With beach trips, pool days and outdoor adventures in full swing, our thoughts shift to SPF and sun protection. What's important to beauty consumers who buy skincare with SPF and sunscreen products? We've benchmarked part of our 2021 study with one that we conducted in 2016, with some surprising 5-year comparisons.



Why she prefers skincare w/SPF to traditional sunscreens

71% prefer skincare products with an SPF

	2016	2021
Very concerned or concerned about sun exposure on their face	85%	90%
Very concerned or concerned about sun exposure on their body	80%	83%
Would pay more for a product with SPF in it	85%	78%
Use or buy facial moisturizers with SPF	70%	72%
Use or buy foundation with SPF	69%	64%
Prefer skincare w/SPF because it's easily added to daily routine	73%	77%
Like the blend of skincare benefits and sun protection	70%	66%
Prefer the texture (not sticky/tacky)	62%	47%

Why some prefer traditional sunscreens to skincare w/SPF

	2016	2021
Traditional products can be sweat or waterproof	63%	39%
They offer different levels of SPF	52%	47%
Believe sunscreens are more powerful	41%	56%

Brand Q: is skincare with SPF now an expected norm?

Brand Q: are you communicating your products' UV ray-fighting abilities?



Her preferred sunscreen application methods

- 30% aerosol mist/continuous spray
- 29% squeeze tube
- 24% pump

Types of sunscreen used

- 34% sometimes mineral, sometimes chemical
- 27% mineral
- 8% chemical
- 31% don't know!

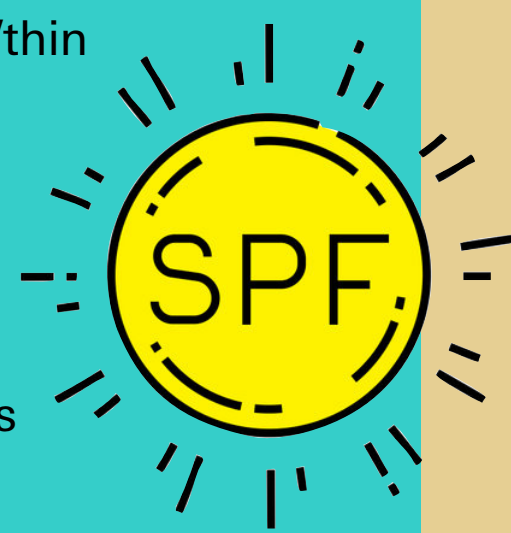
The mineral sunscreen appeal

- 45% use mineral because of chemical ingredient concerns
- 36% like how it sits on top of skin and doesn't penetrate it
- 32% better for sensitive skin
- 32% works just as well as chemical

BRAND ALERT!

Sun protection product innovations on her wish list

- 82% product that will reduce the appearance of dark pigment spots, or skin discoloration
- 79% product designed to tighten, restore crepe/thin skin on lower legs caused by UV exposure
- 66% a short-term (2 day) self-tanning product w/SPF 30+
- 54% product that offers protection from blue light from phone/computer devices
- 53% an ingestible that blocks damaging UV rays



Fave beauty brands that offer SPF in products

- Olay
- Lancôme
- Neutrogena
- Clinique
- Bare Minerals
- L'Oréal

Fave traditional SPF brands

- Banana Boat
- Hawaiian Tropic
- Coppertone
- Sun Bum
- Coola
- Supergoop!



SPF by the numbers

- 65% wear different SPF products on their face vs. body

Minimum She Wears on Her Face

- 41% SPF 30
- 33% SPF 15
- 13% SPF 50

Minimum She Wears on Her Body

- 42% SPF 30
- 23% SPF 15
- 19% SPF 50

Sun Care Shopping

Preferred Products

- 60% After-sun care/aloë
- 57% SPF lip balm
- 39% UVA/UVB blocking sunglasses
- 17% Sun-protective UPF clothing

Formula Favs

- 61% waterproof
- 45% sport-specific or sweat-proof
- 24% glow/shimmer to them
- 24% made for kids
- 5% made for pets

Interested in claims substantiation and customized beauty consumer research for your brand? Call 703.871.5300 or visit benchmarkingcompany.com or info@benchmarkingcompany.com for information on Beauty/Personal Care Product Testing and specialized consumer research.