

Sun Care Simplified:

Exploring the Latest Skin Care Options for Your Personal Care Brand

Protecting your skin from the sun is a no-brainer. But when it comes to sun care, not all products are created equal. At PLZ Personal Care, we have the know-how to help you make sense of the unending combination of formulation options and consumer wants in skin care. The product development experts at PLZ Personal Care are breaking down the latest trends and opportunities in sun care to keep your personal care brand sizzling this summer.



The Need for Sun Protection

A Growing Business Opportunity for Brands



SUNLIGHT DAMAGES HEALTHY CELLS.

Without sun protection, this damage can build up and appear as freckles, age spots, and wrinkles. Some people develop precancerous skin growths, skin cancer, or both.¹



SKIN CANCER IS THE MOST COMMON CANCER IN THE U.S.

It's also one of the most preventable cancers.¹



ANYONE CAN GET SKIN CANCER,

regardless of age, gender or race. In fact, it is estimated that **one in five** Americans will develop skin cancer in their lifetime.^{2,3}



PROPER USE OF SUNSCREEN CAN HELP PREVENT SKIN CANCER

by protecting you from the sun's harmful ultraviolet rays.



NEW SUNSCREEN FORMULATIONS

are being designed to meet diverse consumer needs and interests – from **skin type and color to sensitive skin**, and include products that are **eco-friendly, reef-friendly, fragranced** to align with wellness and self-care routines, and integrated into other skin care products like makeup and moisturizers.



Let's Dive In!

Understanding Sunscreen Types



Mineral-Based Sunscreen

- Active **Ingredients:** Zinc oxide, titanium dioxide
- Physical barrier **reflects** and scatters UV rays
- Suitable for **sensitive skin**
- Begins working **immediately** upon application
- **Safe for coral reefs** and the environment



Chemical Sunscreen

- Active **Ingredients:** Avobenzone, oxybenzone, octinoxate, etc.
- **Absorbs** UV rays and converts them into heat
- Generally **lightweight** and **transparent**
- Must be applied **15-30 minutes** before sun exposure
- **May cause skin irritation** for some individuals



Multi-Functional Sunscreen

- Combines sun protection with **other skin care benefits** such as moisturizing, anti-aging, foundations with SPF, tinted, or mattifying formulas
- Streamline **skin care routines**, encouraging more frequent use



Spray Sunscreens

- **Convenient** for applying to large areas or hard-to-reach places
- **Aerosol application** for easy coverage
- Ensures **even distribution** of product
- Use caution to **avoid inhalation** and ensure proper coverage

Choosing the Right Formulations to Diversify Your Skin Care Offerings



Consider **consumer diversity** and **design inclusive products** to meet individual preferences (gender-neutral, dark skin tones, etc.)

Expand sunscreen offerings to **align with consumer values** (SPF strength, broad-spectrum protection, wellness benefits, eco-friendly, organic, etc.)



Incorporate and promote ingredients offering **skin health benefits beyond sun protection** (moisturizing, cosmetic, fragrance, etc.)

Consider properties that **enhance protection** during various activities and conditions (e.g., water- and sweat-resistance for swimming, sports, etc.)



Changing market conditions and consumer preferences are creating opportunities for sun care products to earn new customers and build loyalty among existing users. At PLZ Personal Care, we have the expertise and resources to help you create ideal sunscreen products that will appeal to your target consumers. With a variety of formulation and packaging options, including aerosols, pump sprays, trigger sprays, bag-on-valve (BOV), whipped, lotions, face and body sticks, you'll have plenty of choices to customize your product line. Plus, PLZ Personal Care has OTC-certified sites, so you can feel confident that your products will meet the highest standards of quality.

Contact us today

plzcorp.com/personal-care inquiry@plzcorp.com

(800) 332-9000

[LinkedIn](#)



1. "Sun Protection", American Academy of Dermatology Association, <https://www.aad.org/public/everday-care/sun-protection>
 2. Stern RS. Prevalence of a history of skin cancer in 2007: results of an incidence-based model. Arch Dermatol. 2010 Mar;146(3):279-82.
 3. Robinson JK. Sun Exposure, Sun Protection, and Vitamin D. JAMA 2005; 294: 1541-43.