# PARSOL<sup>®</sup> ZX MINERAL FUSION FOR BROAD PROTECTION



#### CONSUMERS ARE MUCH MORE FAMILIAR WITH ZINC OXIDE AS A UV-FILTER THAN WITH OTHER INGREDIENTS

Are you aware of specific UV-filter ingredients used in sunscreens? Which ones of the following UV-filter ingredients have you heard of?

BASE: ALL RESPONDENTS	Total
BASE ALL RESPONDENTS	5600
Zinc Oxide	
Titanium Dioxide	
Methylene Bis-Benzotriazolyl Tetramethylbutylphenol	
Diethylamino Hydroxybenzoyl Hexyl Benzoate	
Butyl Methoxydibenzoylmethane /Avobenzone	
4-Methylbenzylidene Camphor	
Polysilicone-15	
Octocrylene	
Homosalate	
Bis-Ethylhexyloxyphenol Methoxyphenyl Triazine	

DSM Sun Survey 2017/2018 (5600 consumers - 8 countries: US, UK, Germany, France, China, South Korea, Brazil, Australia)

Zinc benefits from a simpler name and the second se

High familiarity correlates with key advantage in today's world where consumers want to understand and judge "what's inside" the products they use.



#### ZINC IS THE MOST TOP OF MIND, POSITIVELY PERCEIVED INGREDIENT FOR SUN PROTECTION BY BOTH CONSUMERS AND PROFESSIONALS



DSM SOCIAL MEDIA LISTENING

#### **CONSUMERS' POSTS**

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Oll Sancast chemical recommendations files

"I can only use zinc based sun protection or else I will break out.." "Anything zinc based. Never had a problem with my little girl."

### PROFESSIONALS' POSTS

(Bloggers, influencers, dermatologists, institutions)

"...Zinc oxide is a physical barrier rather than a chemical one, making this a superior product."

"Make sure your sunscreen has **zinc oxide or titanium dioxide** as a main ingredient."

coconut super antioxidants mineral moisturizer organic products natural need without good oxide skincare cancer great zinc need skincare love great zinc new cause

"You need to make sure the sunscreen has either titanium or **zinc**." "Summers coming. Try not to coat yourself in cancer causing products to prevent cancer. Bring back the Zinc."

DSM Sunscreen and Skin cancer Social Listening research - Dec 2017 Based on the analysis of 4459 posts, blog articles, news articles



#### ZINC AND MINERAL SUNSCREENS ARE TODAY MARKETED AS NATURAL SUNSCREENS, THE LATTER BEING A KEY CONSUMER DESIRE.

#### THEY ARE ALSO USED IN PRODUCTS CAREFUL TO BABIES AND PHARMACEUTICAL-LOOKING BRANDS.

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COOLA ORGANIC ALBA BOTANICA CERA VE SUNSCREEN MINERAL SUNSCREEN «INVISIBLE ZINC»	CERA VE BABY BABYGANICS MINERAL NEUTROGENA "NATURALLY SOURCED" BASED SUNSCREEN "PURE&FREE"	NEUTROGENA "SHEER ZINC" SPF PROTECTION
NATURAL	BABY	PHARMACEUTICAL
"Several brands have experienced success by focusing on natural offerings, filling a void in the market"	• "Anything zinc based. Never had a problem with my little girl."	. IMAGE
Mintel - Sun protection and sunless tanners - US November 2016	DSM Sunscreen and Skin cancer Social Listening research - Dec 2017	

Number of Sunscreen Launches containing Zinc Oxide (Mintel GNPD)



The number of products launched on the market containing Zinc Oxide is increasing



## **BENEFITS OF PARSOL® ZX**

- The choice of PARSOL® ZX's particle size was done to best balance SPF AND UVA BEST PERFORMANCE at LOWEST SKIN LIGHTENING
- **PARSOL® ZX** provides excellent Blue Light Protection
- PARSOL<sup>®</sup> ZX in combination with PARSOL<sup>®</sup> TX allows to formulate HIGH PROTECTION ONLY-MINERAL SUN PROTECTION PRODUCTS
- **DSM FORMULATION EXPERTISE** supports you to formulate products with **BEST SENSORY**, especially when it comes to all-mineral formulations
- PARSOL® ZX can be also formulated with organic
  UV-filters to FURTHER INCREASE THE SPF
  WITHOUT LOADING THE OIL PHASE FURTHER
- PARSOL<sup>®</sup> ZX can be used in DIFFERENT APPLICATIONS from suncare to skincare with SPF or make-up



## **CONCLUSION**

#### Why buy PARSOL® ZX from DSM?

- **A MOST OPTIMIZED** grade to fulfil market request for best UVA/SPF performance while ensuring best possible skin feel
- **DSM'S STRONG SENSORY EXPERTISE** to help you design sun protection products with sensorials that consumers will love!
- **DSM'S FORMULATION KNOWLEDGE** to give you the edge in dealing with Zinc Oxide in formulations
- DSM'S REGULATORY, QUALITY & DOCUMENTATION SUPPORT to accelerate the launch of your products
- Go to the **DSM SUNSCREEN OPTIMIZER™** to discover how you can include PARSOL<sup>®</sup> ZX to your developments!



Scan this code to enter our virtual in-silico lab and optimize your sunscreen formualtions right away!



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