

**PARSOL® ZX**  
**MINERAL**  
**FUSION**  
**FOR BROAD**  
**PROTECTION**



# WHY USING ZINC OXIDE UV-FILTER?

## 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 5600
Zinc Oxide	25.5%
Titanium Dioxide	15.6%
Methylene Bis-Benzotriazolyl Tetramethylbutylphenol	8.7%
Diethylamino Hydroxybenzoyl Hexyl Benzoate	8.3%
Butyl Methoxydibenzoylmethane /Avobenzone	7.9%
4-Methylbenzylidene Camphor	7.5%
Polysilicone-15	7.3%
Octocrylene	7.2%
Homosalate	7.1%
Bis-Ethylhexyloxyphenol Methoxyphenyl Triazine	6.1%

Zinc benefits from a simpler name and **HIGHER AWARENESS IN GENERAL**, even higher than Titanium.

High familiarity correlates with **HIGHER CONSUMER TRUST**, a key advantage in today's world where consumers want to understand and judge „what's inside“ the products they use.

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







# WHY USING ZINC OXIDE UV-FILTER?

**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.**



COOLA ORGANIC SUNSCREEN



ALBA BOTANICA MINERAL SUNSCREEN



CERA VE «INVISIBLE ZINC»



CERA VE BABY “NATURALLY SOURCED”



BABYGANICS MINERAL BASED SUNSCREEN



NEUTROGENA “PURE&FREE”



NEUTROGENA “SHEER ZINC”



SKINCRITICALS “PHYSICAL” SPF PROTECTION



## NATURAL

“Several brands have experienced success by focusing on natural offerings, filling a void in the market”

*Mintel - Sun protection and sunless tanners - US November 2016*

## BABY

“Anything zinc based. Never had a problem with my little girl.”

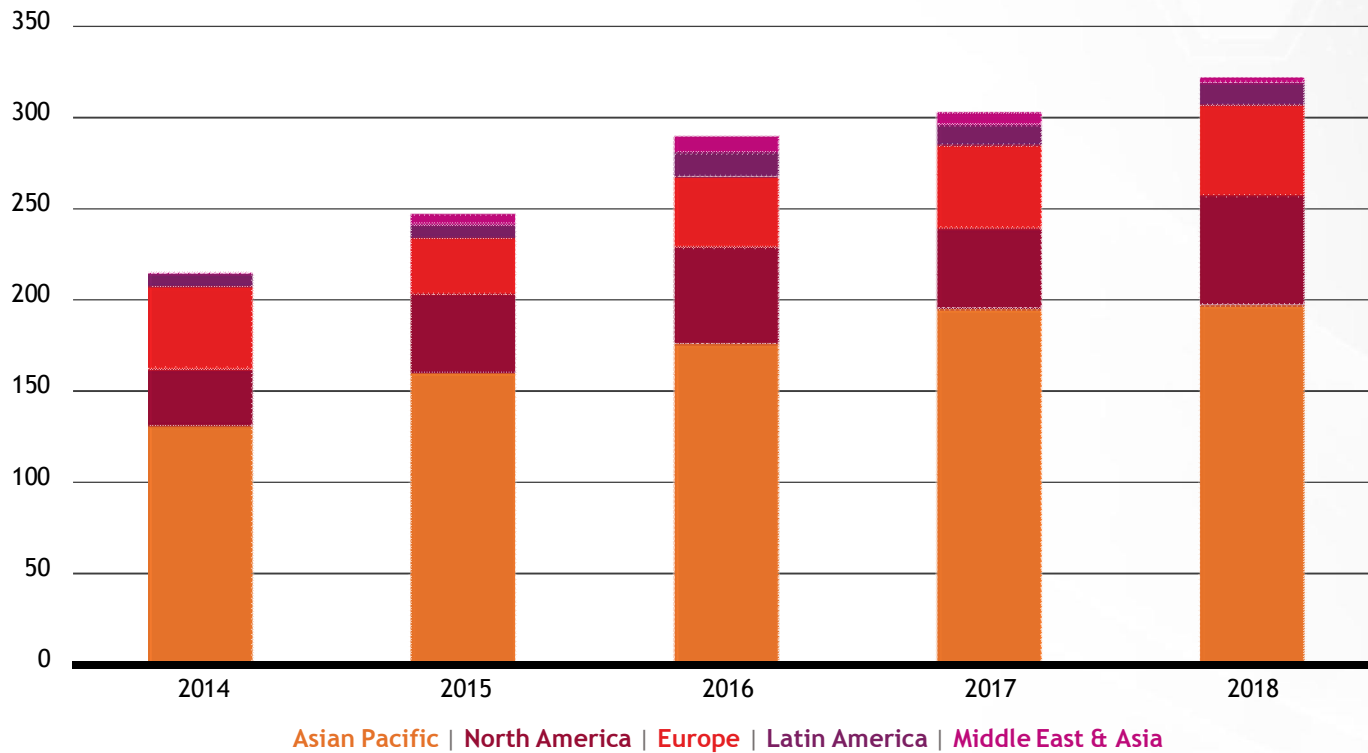
*DSM Sunscreen and Skin cancer Social Listening research - Dec 2017*

## PHARMACEUTICAL IMAGE



# WHY USING ZINC OXIDE UV-FILTER?

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® ZX in combination with PARSOL® 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® 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® ZX to your developments!



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



**BRIGHT SCIENCE. BRIGHTER LIVING.™**