

# SOLÉSENCE

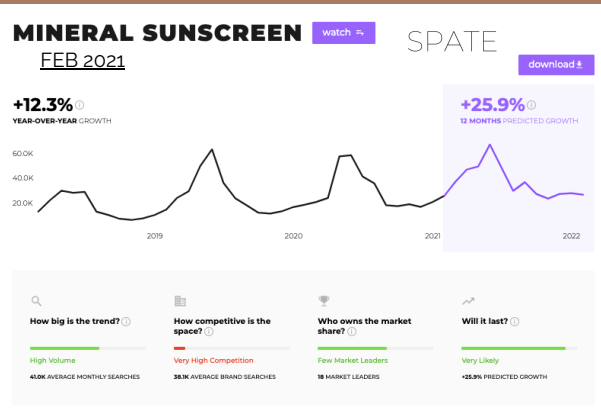
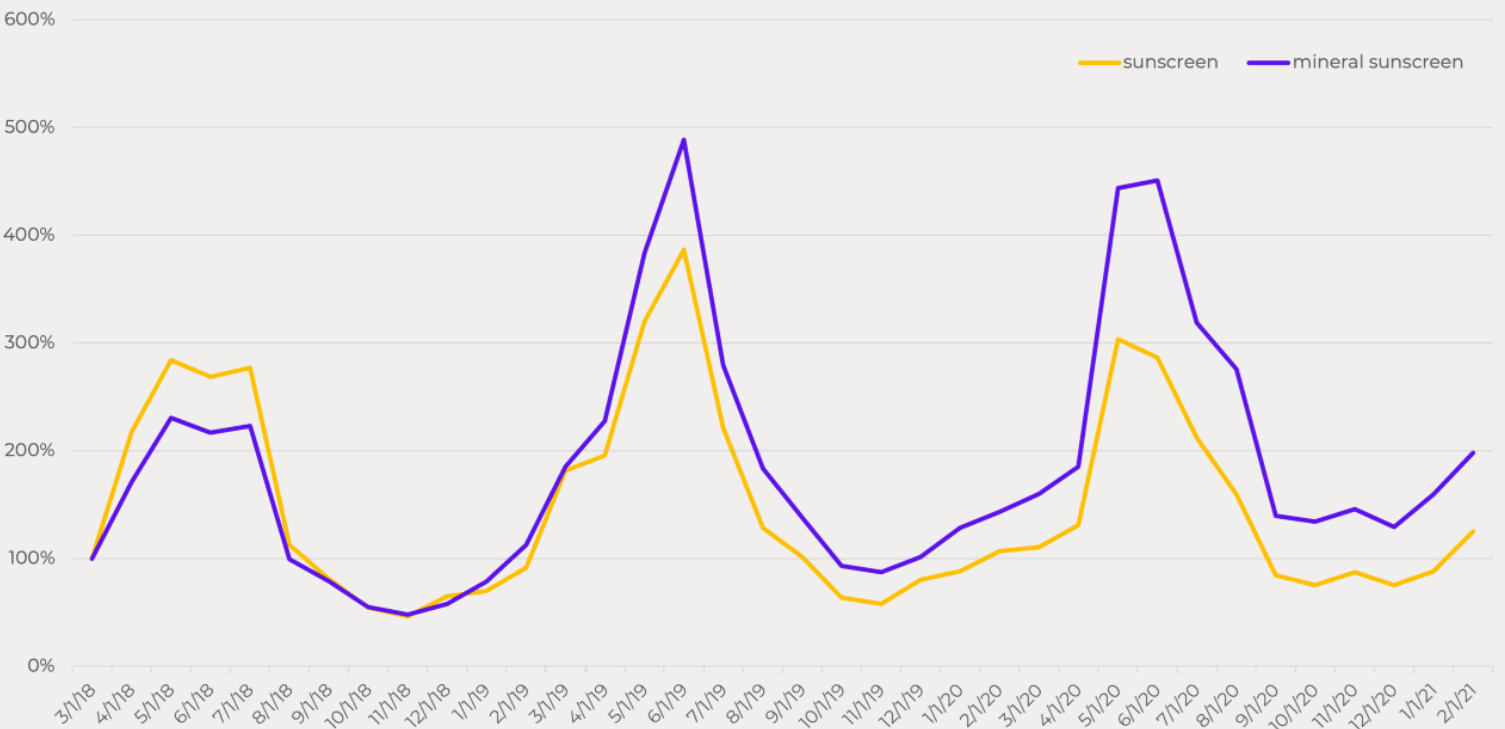
The future of sun care is the future of beauty™

"Making it better for the minority will make it better for the majority."

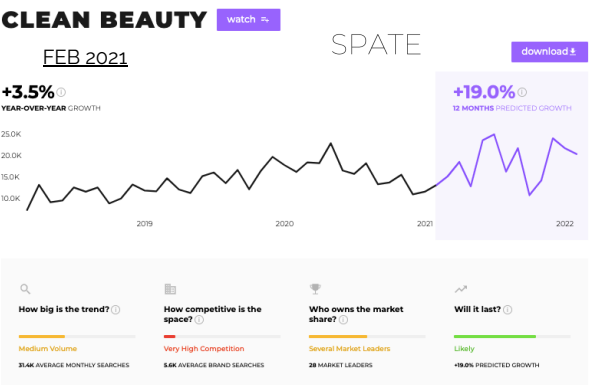
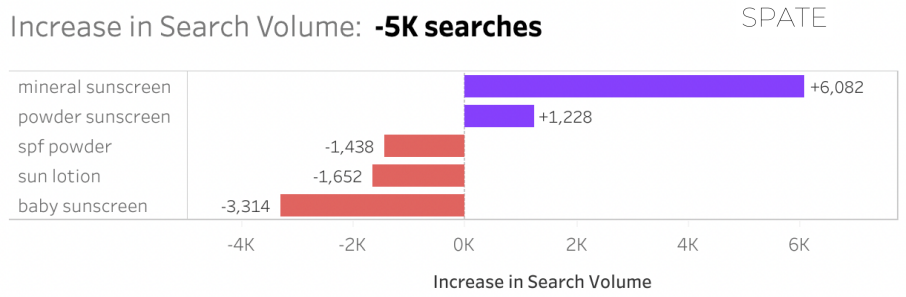
KEVIN CURETON  
SOLÉSENCE COO

## THE FUTURE IS CLEAN, CONSCIOUS, AND INCLUSIVE

"In the US, search interest for sunscreen declined by -10% since last year, while search interest for mineral sunscreen grew by +12.0%" SPATE



### sunscreen products (Click on the bar to explore this category more)



Covid-19 has pushed consumers in wanting more clean beauty products, which has impacted and grown the mineral sunscreen space.

## SKIN CARE FOR ALL

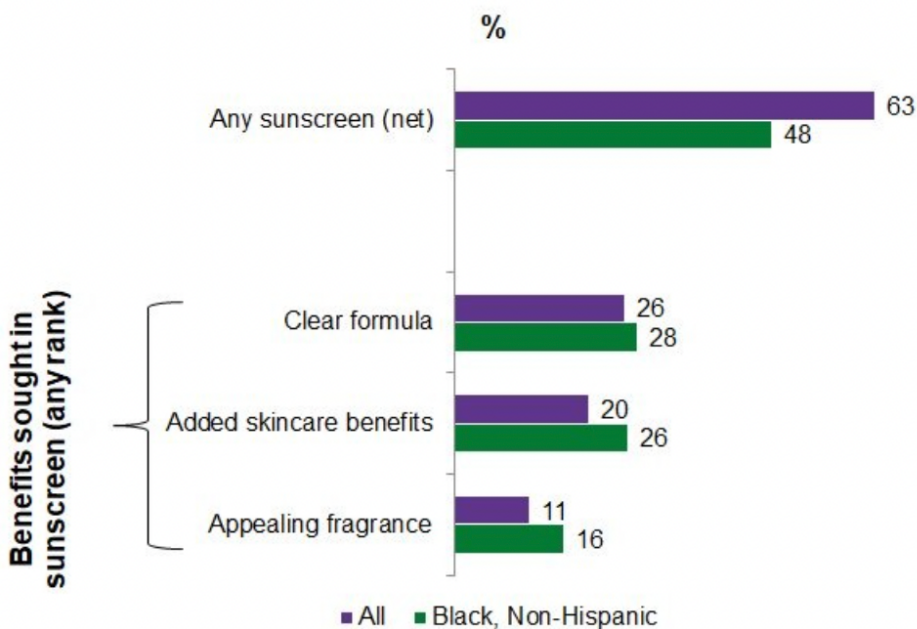
"Design skin/suncare that respects the needs of melanin rich skin and eliminates product concerns (eg leaving a whitish residue on skin)." - Sunscreen protection enters new age | DEC 2020 MINTEL

Figure 6: Black adults' usage of any sunscreen (net) and select benefits sought in sunscreen (any rank), July 2020

Base: 2,000 internet users aged 18+ and 1,268 internet users aged 18+ who use sunscreen

"Which of the following products do you use? Please select all that apply."

"Which of the following are the top three factors that influenced your most recent sunscreen purchase? Please select and rank up to three in order of influence, with 1 being the most influential."



Any sunscreen (net) = usage of lotion/cream sunscreen, spray-on sunscreen and/or stick/balm sunscreen

Any rank (net) includes 1st, 2nd and 3rd rankings

Source: Lightspeed/Mintel

Skin Protection: Incl Impact of COVID-19 - US - November 2020 MINTEL