

# ANTI-POLLUTION BEAUTY

Consumers around the world are becoming highly concerned about the impact of pollution, and are more aware of the different kinds of pollutants that they face on a daily basis.

Advances in technology are now allowing products to link anti-pollution claims to skin conditions, such as premature ageing. Beauty brands are in turn responding to this consumer need by launching new anti-pollution propositions or reworking the claims on existing products to make it clear that their protection extends to various types of pollution.



Number of skincare products with anti-pollution claims:

5.3%

2016

6.7%

2017

Source: Mintel/DuPont

## Effects of pollution on skin:

Premature skin ageing

Uneven skin tone

Sensitive skin

Skin inflammation

Dull skin

## TYPES OF POLLUTION

### Indoor pollution



Plant spores



Dust



Tobacco smoke

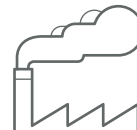


Black carbon

### Outdoor pollution



Vehicle exhaust



Factory emissions



Tobacco smoke

## ANTI-POLLUTION BEAUTY IS FOR EVERYONE

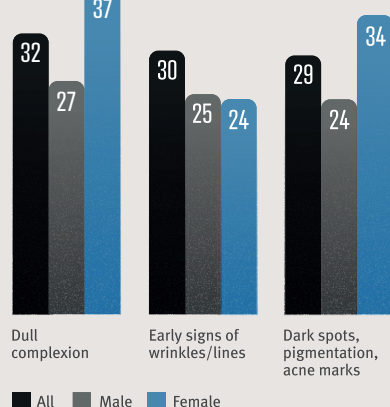
A global concern: according to the WHO, even cities like Amsterdam regularly record PM2.5 levels 60% over the safe level, while in Shanghai they are 5.4 times higher.

### China

“Which of the following can describe your current skin condition?”

A high percentage of Chinese consumers describe their current skin condition with dull complexion, early ageing and dark spots. Brands can link skin vitality and health to anti-pollution benefits.

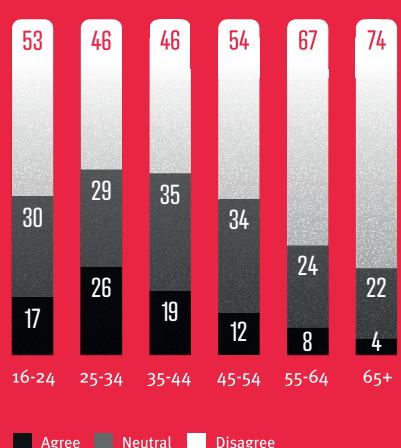
Base: 3000 Chinese internet users aged 20-49  
Source: QQ Survey/Mintel



### United Kingdom

Women's belief in anti-pollution skincare rises with age in the UK. Even so, over 50% of 16-24-year olds believe it is necessary to protect the skin from pollution.

Base: 1006 female internet users aged 16+  
Source: Lightspeed/Mintel

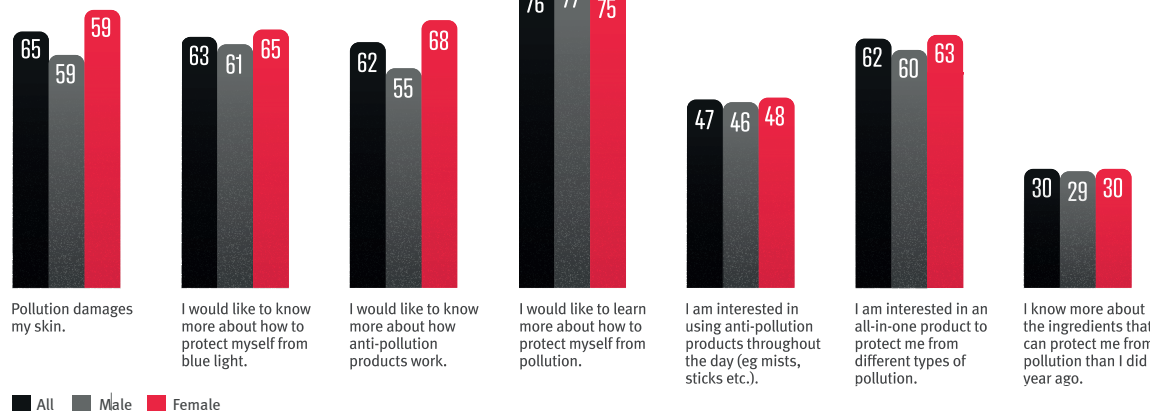


### France

#### Interest in anti-pollution products.

Young consumers are the most aware of the dangers of pollution (77%) and the most keen to know how to protect themselves (83%).

Base: 1000 internet users aged 16+  
Source: Lightspeed/Mintel



## FOUR APPROACHES TO ANTI-POLLUTION

Source: Mintel/DuPont

Currently, anti-pollution products can take several approaches to maintaining skin health.

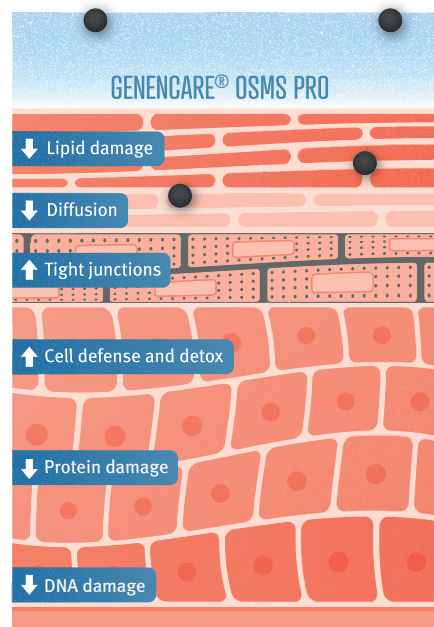
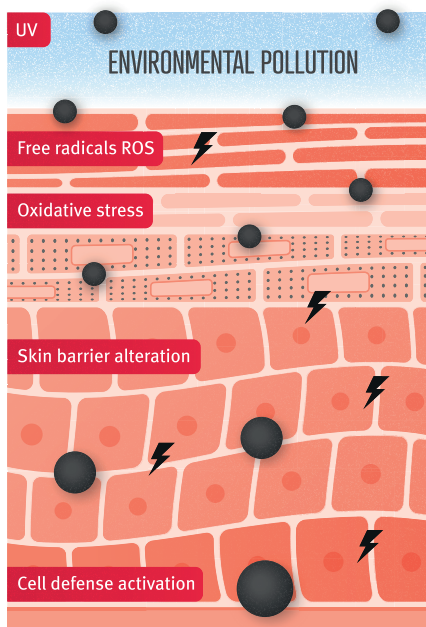
	1. CLEAN	2. PROTECT	3. REPAIR	4. STRENGTHEN
Benefits	Remove dust, dirt, impurities	Establish barrier against pollution, external aggressions, shield from polluted air, UV, dust, etc.	Repair the harm or hurt to the skin brought by pollution, like to recover the energy.	Reinforce skin's defense system, strengthening skin barrier, or improve self-recovery / self-moisturizing of skin.
Related claims	Cleansing, oil-control, anti-acne, anti-dullness / yellowish	Anti-UV, whitening	Moisturizing, whitening, detoxifying, anti-dullness / yellowish, even skin tone	Moisturizing, anti-aging, nourishing.
Related categories	Facial cleanser Make-up remover Cleaning device	UV-block BB/GG cream Primer, foundation	Sleeping mask Treatment lotion Mist/spray	Serum Booster Ampoules

## GENENCARE® OSMS PRO: THE NEXT PROTECTION

Discover the next level of protection for environmental pollution. GENENCARE® OSMS PRO is a unique combination of pure osmolytes and amino acids which help the skin by:

- Protecting against oxidative stress
- Contributing to skin detoxification
- Improving the skin barrier function

Osmolytes are molecules with the ability to manage water balance in cells. As a pure osmolyte complex, GENENCARE® OSMS PRO helps the skin to maintain its natural equilibrium. All-natural and easy to formulate, it is a perfect fit with today's pollution protection product categories, such as 'Protect' and 'Strengthen'.



For study results, formulations and more information please visit: [personalcare.dupont.com/genencare](http://personalcare.dupont.com/genencare)