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Chemical-free sunscreens are quickly gaining popularity as scrutiny on the category increases.

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With the potential dangers of chemical sunscreen ingredients up for debate in recent news, consumers are paying more attention than ever to SPF formulations. From Hawaii's ban on sunscreens containing chemicals harmful to coral reefs to this year's FDA proposal to update sunscreen regulations in the U.S., oxybenzone is out and mineral actives titanium dioxide and zinc are in. Mintel research shows that Millennial consumers are most interested in physical blocks - 19 percent of 25- to 34-year olds surveyed choose mineral formulations, and that number is growing. "It ties to consumer demand for natural ingredients," says beauty analyst Alison Gaither. "To them, mineral feels better and safer than traditional sunscreen." Here, a look at the newest mineral-based launches for spring.



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