PATENT INSIGHT: FIGHT DANDRUFF WITH MICROBIOME SUPPORT

Harness the growing interest surrounding skin and scalp barrier health by offering preventative dandruff solutions.
WHAT CONSUMERS WANT AND WHY

- Help consumers clean, support and treat their scalps for optimal health
- Why offer anti-dandruff products?

PRODUCT INNOVATION TRENDS

- Bring anti-dandruff claims into color and styling categories
- Offer new ways to support scalp health

THE PATENT LANDSCAPE

- There has been a slight decrease in patent publications related to anti-dandruff ingredients and products in the last four years
  - Graph 1: anti-dandruff- and scalp-care-related patent families, published each year, 2013-23
- China stands out with the majority of granted patents for anti-dandruff ingredients and products
- Procter & Gamble dominates the anti-dandruff category with the majority of patent grants
  - Graph 2: top 10 organizations with granted patents related to anti-dandruff ingredients and products, 2023

Fight dandruff by balancing the scalp microbiome

- Support a healthy scalp microbiome
- Explore new ingredients to help balance the microbiome
- Fight dandruff with paraprobiotics
- Tap into skin barrier trends
- Offer scalp barrier support to alleviate dandruff symptoms
- Fermented ingredients enable next-gen scalp health
- Innovative fermented ingredients are being used treat dandruff

Address the impact of pollution and excessive scalp oil

- Examine the link between pollution and skin/scalp conditions
- Meet demand for protective hair and scalp solutions
- Leverage plant extracts for protection against pollution
- Reduce hair oil to alleviate dandruff symptoms
- Regulate sebum secretion to prevent and treat dandruff
Patent insight: fight dandruff with microbiome support

Stand out with sustainable offerings and free-from claims
- Graph 3: select beauty and personal care purchase considerations, all adults vs adults aged 18-24, 2022
  • Beautify anti-dandruff products with compelling ingredient stories
  • Patent activity on environmentally friendly anti-dandruff ingredients
  • Fight dandruff with botanicals
  • Safety concerns spur reformulations
- Graph 4: haircare launches with anti-dandruff claims, by top growing anti-dandruff ingredients, 2020-22
  • Quell safety concerns with free-from claims

KEY TAKEAWAYS
• Key takeaways

APPENDIX
• Research methodology
• Key anti-dandruff-related patent examples
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• Contribution
• Shape your future with Mintel bespoke patent analysis