

# PATENT INSIGHTS: FIGHT DANDRUFF WITH MICROBIOME SUPPORT

Harness the growing interest surrounding skin and scalp barrier health by offering preventative dandruff solutions.



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# Report Content



- What you need to know
- At a glance

## 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 to 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

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## Stand out with sustainable offerings and free-from claims

- Amp up sustainability claims beyond packaging
  - 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
- Explore anti-dandruff ingredients beyond zinc pyrithione
  - 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
- Contribution
- Shape your future with Mintel bespoke patent analysis

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