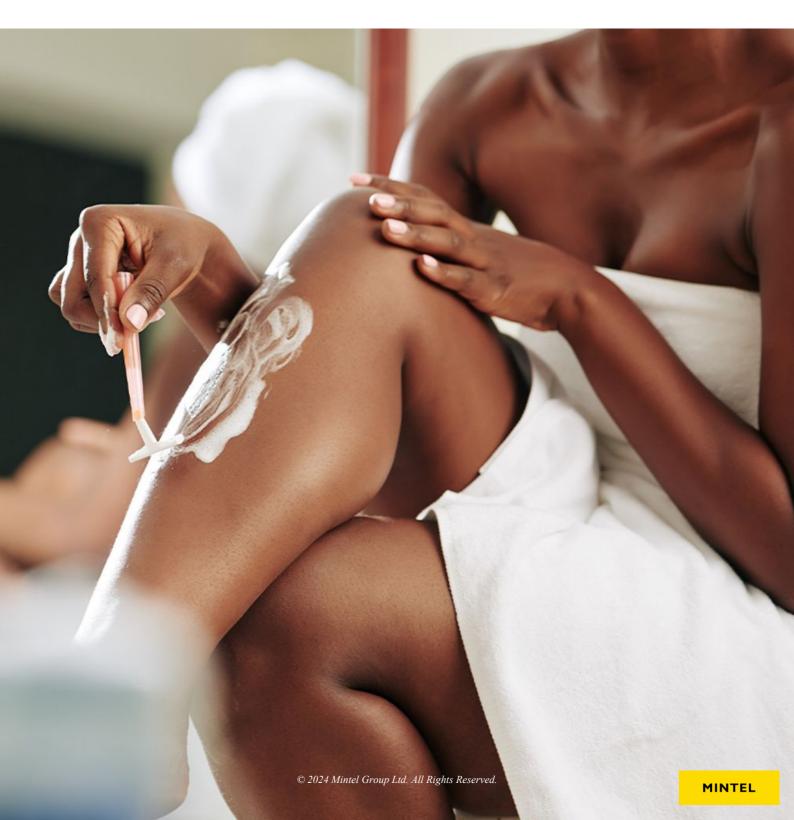
PATENT INSIGHTS: INTEGRATE SKINCARE WITHIN SHAVING

As the cost-of-living crisis continues, adapting claims around specific skincare issues can help shave brands differentiate in a crowded category.





Report Content

- · What you need to know
- At a glance

WHAT CONSUMERS WANT AND WHY

- · Answer demands for easier shaving with skin benefits
- · Why are consumers looking for more effective shaving products?

PRODUCT INNOVATION TRENDS

- Top formulation claims for global shaving/hair removal products launches
 - Graph 1: [no title]
- · Expand functionality to improve skin and the shaving experience

THE PATENT LANDSCAPE

- · Patent publication trends related to shaving composition
 - Graph 2: patents related to shaving composition, published each year, 2013-23
- · The US leads with the highest number of granted patents related to shaving composition
- Global shaving/depilatories launch activity remained steady over the past five years
 - Graph 3: percentage of product launches by year, 2018-22
- · P&G leads the way in patent registration
 - Graph 4: top 10 organisations with active* patent families related to shaving composition, 2023

Simultaneously cleanse and shave

- Address skin needs with multipurpose shave products
- Explore solutions to alleviate oily skin issues
- Add cleansing claims to shaving products
- Offer easier shaving for acne sufferers
- Target the deep cleansing of sebum to provide a better shave

Forge the connection between hydration and shave results

- · Tackle hydration with proven skincare ingredients
- Focus on hydration to improve shave quality
- · Feature ingredients offering superior moisturization for a better shave
- · Link hydration to easier shaving for older consumers' skin
- · Offer moisturization without stickiness and with improved rinsability

Patent insights: integrate skincare within shaving

· Take advantage of the many natural ingredients that soothe and moisturize

Tie skin barrier protection to anti-irritation claims

- Answer widespread concerns about skin sensitivity
- Tackle high sensitivity with skin barrier protection
- · Highlight the power of the microbiome
- · Focus on skin allergies and inhibiting bacteria
- · Stress how skin barrier protection prevents problems

KEY TAKEAWAYS

Key takeaways

APPENDIX

- · Research methodology
- Key shaving composition related patent examples
- Contribution

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