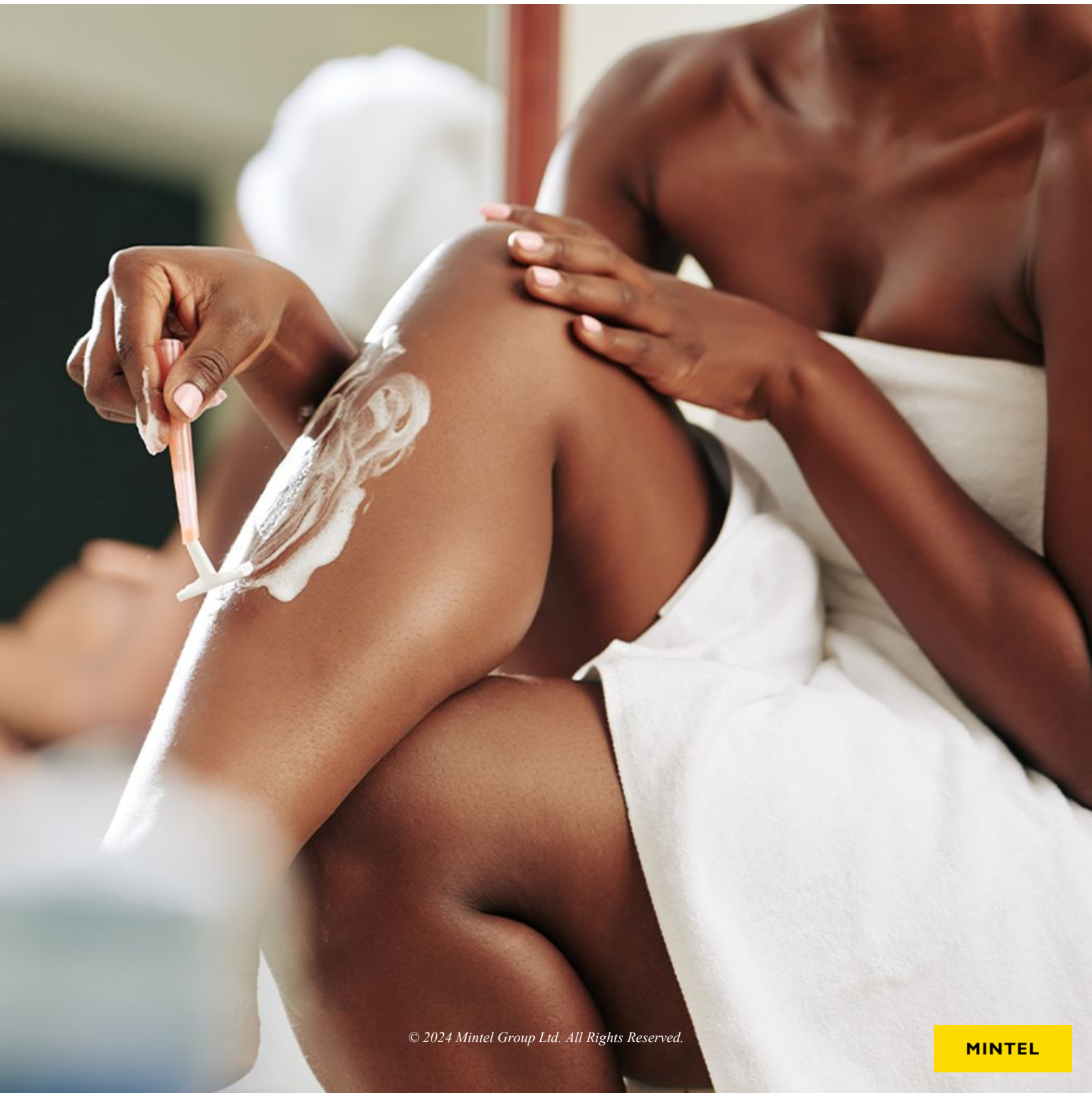


# PATENT INSIGHTS: INTEGRATE SKINCARE WITHIN SHAVING

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



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- Beauty & Personal Care



# 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

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- 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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