

PATENT INSIGHTS: NATURAL POLLUTION PROTECTION SOLUTIONS

Natural anti-pollution patent filings offer consumers a variety of solutions to protect, fortify and restore skin's healthy look.



A Mintel Analyst, Global Analyst



Report Content



- At a glance
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WHAT CONSUMERS WANT AND WHY

- Natural products are sought after by consumers around the world
- Anti-pollution skincare claim sways younger Europeans
 - Graph 1: consumers who sought out anti-pollution facial care products over the last 12 months, 2019

PRODUCT INNOVATION TRENDS

- Natural anti-pollution facial care gains popularity in the West and India
 - Graph 2: botanical facial care launches with pollution in product description,* by market, 2015-19
- Natural anti-pollution skincare formats

PATENT LANDSCAPE

- Increased global patent activity in pollution protection for skin over the last two years
 - Graph 3: patent families of anti-pollution and natural anti-pollution skincare,* by year, 2015-19
- South Korea stands out with most skincare pollution protection patents granted
- South Korea's Amorepacific amasses largest active anti-pollution skincare patent families
 - Graph 4: top organizations with anti-pollution skincare,* February 2020
 - Graph 5: top organizations with natural anti-pollution skincare,* February 2020

NATURAL ANTI-POLLUTION PATENT COMPOSITIONS

- Natural anti-pollution compositions reduce skin inflammation triggered by pollutants
- Probiotics add to overall skin health by preventing skin damage by pollutants
- Enlist plant-derived probiotics to attract vegan beauty purchasers
 - Graph 6: facial care launches with "vegan/no animal ingredients" claim, by market, 2016-19
- Tap consumers' vegan ingredient desires with Lactobacillus strains
- Natural ingredients turn genes off and on to protect skin against pollutants
- Seaweeds provide skin relief from pollution's damaging effects
- Innovative natural tech prevents fine dust pollutants from harming skin

FUTURE PERSPECTIVES

- Natural anti-pollution skincare gains mainstream status among young consumers

APPENDIX

- Research methodology
- Plant extracts guard skin against pollution
- Probiotics prevent skin damage by pollutants
- Plant-derived probiotic/postbiotics offer anti-pollution skin benefits
- Genetic regulation by natural ingredients provide pollution protection
- Seaweeds provide anti-pollution benefits
- Natural compositions prevent binding of pollutants to skin
- Contribution
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