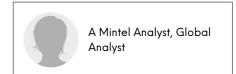
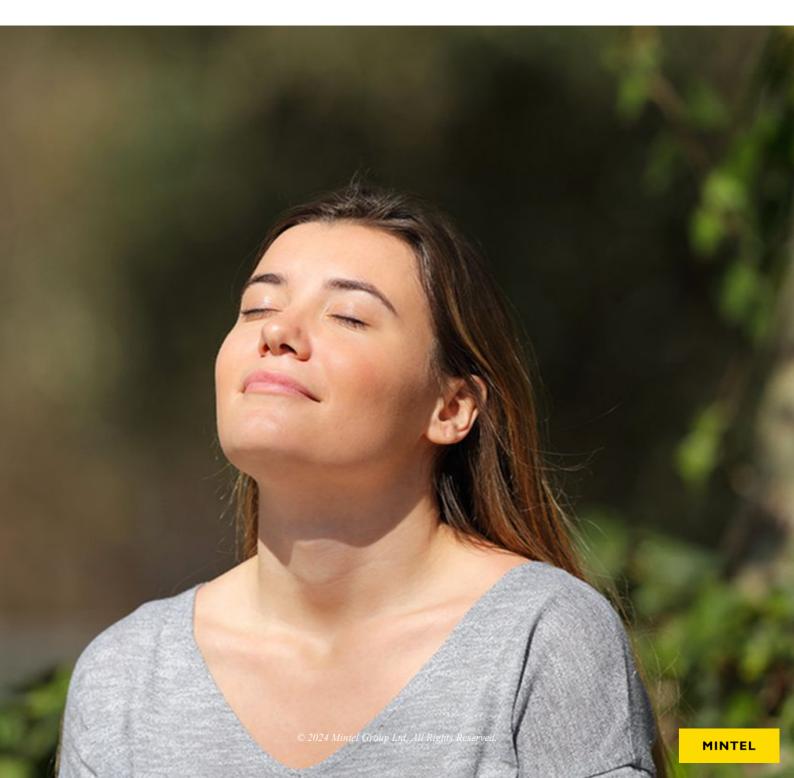
# PATENT INSIGHTS: NATURAL POLLUTION PROTECTION SOLUTIONS

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





# Report Content

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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

# Patent insights: natural pollution protection solutions

### **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
- Shape your future with Mintel bespoke patent analysis

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